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Taxable Sales In California (Sales & Use Tax)

2010 First Quarter

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

The following factors should be considered when using these data:

1. Total taxable transactions do not necessarily indicate the gross sales of stores dealing in taxable items. Only sales subject to sales or use tax are tabulated; excluded are sales for resale, sales of nontaxable items such as food for home consumption and prescription medicines, and taxable sales disclosed by Board audits.
2. Some businesses dealing primarily in nontaxable activities, such as services, manufacturing, contracting, or wholesaling, either sell some merchandise that is subject to sales tax or use some items that were purchased ex-tax and on which use tax must be paid. Such transactions are included in the tabulations.
3. Data are compiled by type of store but cannot be broken down by commodity.
4. Businesses are classified according to their principal line of merchandise or service.

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

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TAXABLE SALES IN CALIFORNIA

FIRST QUARTER 2010

Taxable sales in California ended a 10-quarter slide in the first quarter of 2010. Taxable sales totaled \$108.6 billion in the first quarter, up \$1.4 billion (or 1.3 percent) from the first quarter of 2009. The last quarter of positive growth in year-over-year taxable sales was the second quarter of 2007, when such sales rose 0.9 percent.

In constant dollar terms, taxable sales decreased by 2.5 percent over the same quarter a year ago. The California Taxable Sales Deflator measured an inflation rate of 3.9 percent for the first quarter of 2010. In comparison, the California Consumer Price Index rose 1.6 percent.

Regionally, the counties in the San Francisco Bay fared the strongest, rising 2.6 percent (twice the statewide total), while those in Southern California rose 0.9 percent. Growth was generally weaker in the interior counties of the state; for instance, the San Joaquin Valley counties actually declined 0.5 percent (the only region to experience a decrease).

The Board of Equalization has now completed its process of converting business codes of sales and use tax permit holders to North American Industry Classification System (NAICS) codes, and the first quarter of 2010 is the first time that year-over-year percentage changes are available by industry.

Gasoline station sales increased over 30 percent, the largest gain of any major category. Tax-

able sales made by gasoline stations were \$10.3 billion. The average pump price of gasoline increased by 40 percent during the first quarter of 2010, which lifted total taxable sales made by service stations. Gallons of gasoline purchased in the first quarter of 2010 actually decreased slightly, dropping 1.0 percent from the first quarter of 2009.

Clothing and clothing accessory stores had the next largest increase, 7.9 percent, followed by general merchandise stores (which rose 4.5 percent). Taxable sales at general merchandise stores represent the largest nondurable retail category, and totaled \$10.2 billion in the first quarter of 2010.

First quarter taxable sales by motor vehicle and parts dealers were essentially flat, rising 0.7 percent. Within this category, taxable sales of used car dealers rose 10.4 percent, while those of new car dealers were much more muted, rising only 0.4 percent.

Taxable sales made by building materials dealers and gardeners slipped 0.1 percent, while those of furniture and home furnishing stores declined by 0.5 percent. Electronics and appliance stores saw taxable sales decline by 5.5 percent.

Sales of "all other outlets" (comprised primarily of manufacturing and wholesale businesses) were down 4.8 percent, to \$33.6 billion.

TABLE 1. STATEWIDE TAXABLE SALES, BY TYPE OF BUSINESS, FIRST QUARTER 2010

NAICS	Type of business	Number of permits on January 1, 2010	Taxable transactions			Per capita taxable transactions a/	
			Amount (in thousands)	Percent of total	Percent change from year to year	2010	2009
Retail and Food Services							
441	Motor Vehicle and Parts Dealers	31,689	11,031,399	10.16	0.7	285.43	286.49
44111	New Car Dealers	2,301	7,777,633	7.16	0.4	201.24	202.57
44112	Used Car Dealers	7,224	1,260,116	1.16	10.4	32.60	29.83
4412	Other Motor Vehicle Dealers	3,232	509,020	.47	-18.2	13.17	16.26
4413	Auto. Parts, Accessories and Tire Stores	18,932	1,484,630	1.37	2.6	38.41	37.83
442	Furniture and Home Furnishings Stores	17,312	2,031,157	1.87	-0.5	52.56	53.37
4421	Furniture Stores	8,049	1,238,490	1.14	1.0	32.05	32.05
4422	Home Furnishings Stores	9,263	792,667	.73	-2.9	20.51	21.33
443	Electronics and Appliance Stores	20,699	3,149,061	2.90	-5.5	81.48	87.07
44311	Appliance, T.V., and Other Electronics Stores	8,332	1,911,568	1.76	-6.6	49.46	53.50
44312	Computer and Software Stores	11,404	1,166,810	1.07	-3.6	30.19	31.64
44313	Camera and Photographic Supplies Stores	963	70,683	.07	-4.3	1.83	1.93
444	Bldg. Matrl. and Garden Equip. and Supplies	16,264	5,733,358	5.28	-0.1	148.35	149.99
4441	Building Material and Supplies Dealers	11,196	5,258,131	4.84	-0.3	136.05	137.91
4442	Lawn and Garden Equip. and Supplies Stores	5,068	475,228	.44	2.8	12.30	12.09
445	Food and Beverage Stores	28,833	5,221,668	4.81	1.3	135.11	134.68
44511	Supermarkets and Other Grocery Stores	12,085	3,955,131	3.64	0.3	102.34	103.03
44512	Convenience Stores	4,465	451,967	.42	5.4	11.69	11.21
4452	Specialty Food Stores	6,379	140,237	.13	11.3	3.63	3.29
4453	Beer, Wine, and Liquor Stores	5,904	674,333	.62	2.8	17.45	17.14
446	Health and Personal Care Stores	19,170	2,253,994	2.08	1.8	58.32	57.85
44611	Pharmacies and Drug Stores	5,257	1,522,910	1.40	-0.9	39.40	40.17
44612-44619	Health and Personal Care Stores	13,913	731,084	.67	8.1	18.92	17.68
447	Gasoline Stations	10,572	10,301,461	9.49	30.6	266.55	206.18
448	Clothing and Clothing Accessories Stores	60,702	5,851,509	5.39	7.9	151.40	141.78
44811	Men's Clothing Stores	2,578	167,244	.15	-1.2	4.33	4.42
44812	Women's Clothing Stores	10,037	959,032	.88	7.9	24.81	23.24
44813-44819	Family Clothing Stores, Accessories, and Other Stores	32,024	3,510,293	3.23	9.7	90.83	83.68
4482	Shoe Stores	4,968	633,819	.58	6.9	16.40	15.50
4483	Jewelry, Luggage, and Leather Goods Stores	11,095	581,121	.54	1.7	15.04	14.93
451	Sporting Goods, Hobby, Book, and Music Stores	26,046	2,441,481	2.25	-1.9	63.17	65.04
45111	Sporting Goods Stores	8,312	948,873	.87	1.7	24.55	24.40
45112-45114	Hobby, Toy and Musical Instrument Stores	6,621	792,349	.73	0.5	20.50	20.62
4512	Book, Periodical, and Music Stores	11,113	700,259	.65	-8.6	18.12	20.03
452	General Merchandise Stores	14,457	10,201,475	9.40	4.5	263.96	255.15
453	Miscellaneous Store Retailers	114,863	3,871,633	3.57	-2.6	100.18	103.96
4531	Florists	4,855	111,606	.10	-7.0	2.89	3.14
45321	Office Supplies and Stationery Stores	2,213	1,092,258	1.01	2.7	28.26	27.80
45322	Gift, Novelty, and Souvenir Stores	15,925	282,420	.26	-4.1	7.31	7.70
4533	Used Merchandise Stores	12,843	165,213	.15	3.4	4.27	4.18
4539	Other Miscellaneous Store Retailers	79,027	2,220,135	2.05	-5.1	57.44	61.15
454	Nonstore Retailers	164,927	605,963	.56	-7.0	15.68	17.03
722	Food Services and Drinking Places	91,089	12,269,180	11.30	0.1	317.46	320.31
7221	Full-Service Restaurants	31,488	6,210,572	5.72	0.2	160.70	162.06
7222	Limited-Service Eating Places	48,802	5,386,370	4.96	0.0	139.37	140.84
7223	Special Food Services	7,958	406,918	.37	1.5	10.53	10.48
7224	Drinking Places (Alcoholic Beverages)	2,841	265,320	.24	0.1	6.87	6.93
Total Retail and Food Services		616,623	74,963,339	69.05	4.3	1,939.64	1,878.91
All Other Outlets							
11	Agriculture, Forestry, Fishing and Hunting	1,993	102,443	.09	-16.5	2.65	3.21
21	Mining, Quarrying, and Oil and Gas Extraction	375	160,844	.15	26.5	4.16	3.32
22	Utilities	573	120,872	.11	11.7	3.13	2.83
23	Construction	14,829	1,375,565	1.27	-10.8	35.59	40.29
31 - 33	Manufacturing	51,671	7,210,084	6.64	-7.1	186.56	202.98
42	Wholesale Trade	86,145	11,991,406	11.05	-2.3	310.27	320.83
48 - 49	Transportation and Warehousing	3,385	260,895	.24	-21.3	6.75	8.66
51	Information	6,067	1,853,036	1.71	6.5	47.95	45.48
52	Finance and Insurance	3,037	535,850	.49	-17.1	13.86	16.90
53	Real Estate and Rental and Leasing	23,120	3,810,581	3.51	-7.3	98.60	107.50
54	Professional, Scientific, and Technical Services	35,020	1,013,467	.93	-14.9	26.22	31.13
55	Management of Companies and Enterprises	58	22,202	.02	-8.9	0.57	0.64
56	Adm. and Support and Waste Mgmt. and Remediation	13,991	453,636	.42	-14.1	11.74	13.81
61	Educational Services	6,667	271,961	.25	-7.7	7.04	7.70
62	Health Care and Social Assistance	6,168	272,730	.25	-8.4	7.06	7.78
71	Arts, Entertainment, and Recreation	5,088	457,405	.42	-3.9	11.84	12.44
721	Accommodation	2,361	712,123	.66	-2.8	18.43	19.16
81	Other Services (except Public Administration)	60,310	1,556,519	1.43	-1.8	40.27	41.42
92	Public Administration	1,127	108,450	.10	-7.3	2.81	3.06
Others	Others	111	1,305,004	1.20	1.8	33.77	33.50
Total All Other Outlets		322,096	33,595,072	30.95	-4.8	869.26	922.64
Total All Outlets		938,719	108,558,411	100.00	1.3	2,808.89	2,801.55
Historical Data							
Comparable data for total all outlets:							
2005		1,068,435	119,387,765		4.8	3,250.58	
2006		1,064,305	128,778,913		7.9	3,462.24	
2007		1,049,325	132,750,022		3.1	3,534.40	
2008		1,050,020	127,851,520		-3.7	3,374.82	
2009		942,563	107,174,862		-16.2	2,801.55	

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

TABLE 2. TAXABLE SALES, BY COUNTY, FIRST QUARTER 2010

(Taxable transactions in thousands of dollars)

County	Sales tax permits as of January 1, 2010			Taxable transactions				Percent change year to year
	Incorporated cities	Outside incorporated cities	Total	Incorporated cities	Outside incorporated cities	Unallocated b/	Total	
Alameda	36,783	1,886	38,669	\$4,184,706	\$134,577	\$598,143	\$4,917,426	3.3
Alpine	--	66	66	--	4,818	2,979	7,796	21.2
Amador	656	697	1,353	22,292	48,225	9,720	80,237	-13.4
Butte	4,209	1,525	5,734	438,547	47,730	67,422	553,698	2.9
Calaveras	179	1,287	1,466	11,380	35,877	10,065	57,322	2.6
Colusa	276	217	493	26,760	24,135	8,007	58,902	-67.2
Contra Costa	18,390	2,694	21,084	2,214,092	197,487	310,797	2,722,376	-1.5
Del Norte	248	311	559	20,827	15,608	8,384	44,819	2.3
El Dorado	1,370	4,132	5,502	124,101	188,023	45,572	357,696	0.1
Fresno	15,755	3,034	18,789	1,849,319	232,602	246,037	2,327,958	-0.7
Glenn	375	275	650	34,175	15,361	7,585	57,121	-0.3
Humboldt	2,683	1,810	4,493	238,507	75,786	81,887	396,181	20.4
Imperial	2,920	408	3,328	342,758	40,844	50,364	433,966	0.9
Inyo	387	294	681	35,408	21,351	9,092	65,851	1.6
Kern	9,545	5,492	15,037	1,444,885	665,525	261,552	2,371,962	-3.3
Kings	1,639	359	1,998	204,117	30,733	32,858	267,708	-5.2
Lake	544	1,164	1,708	49,339	40,123	12,396	101,859	-2.2
Lassen	263	301	564	25,901	9,305	10,895	46,102	-2.7
Los Angeles	246,139	14,103	260,242	23,456,769	949,171	2,695,628	27,101,568	0.4
Madera	1,196	1,596	2,792	125,785	96,100	38,045	259,930	0.6
Marin	8,253	1,731	9,984	686,595	65,859	88,423	840,878	3.7
Mariposa	--	623	623	--	22,749	3,691	26,440	5.5
Mendocino	1,502	2,073	3,575	134,493	74,368	20,160	229,021	0.8
Merced	2,660	893	3,553	333,435	93,634	56,882	483,951	2.8
Modoc	152	145	297	8,414	1,763	4,644	14,821	3.3
Mono	358	223	581	49,909	4,014	5,196	59,118	10.1
Monterey	7,027	2,854	9,881	798,882	133,954	115,102	1,047,938	3.2
Napa	3,535	1,439	4,974	327,528	112,643	55,111	495,282	1.9
Nevada	1,819	2,001	3,820	154,153	34,703	29,448	218,304	0.7
Orange	87,081	1,613	88,694	9,595,743	149,090	1,055,957	10,800,790	0.3
Placer	7,511	3,380	10,891	1,027,848	237,916	116,480	1,382,244	3.3
Plumas	103	841	944	2,895	19,114	8,837	30,846	-2.3
Riverside	36,215	6,093	42,308	4,471,728	573,377	509,652	5,554,758	2.0
Sacramento	20,086	11,151	31,237	2,160,553	1,247,053	486,435	3,894,040	0.8
San Benito	861	343	1,204	58,654	20,297	9,943	88,894	2.1
San Bernardino	39,130	5,370	44,500	4,895,128	345,363	496,718	5,737,210	0.9
San Diego	68,219	11,227	79,446	8,085,526	478,531	1,006,755	9,570,811	2.4
San Francisco	26,063	--	26,063	2,891,620	--	--	2,891,620	0.1
San Joaquin	9,650	2,438	12,088	1,284,441	217,827	196,905	1,699,173	0.6
San Luis Obispo	5,882	3,290	9,172	581,578	118,969	72,485	773,032	1.7
San Mateo	16,833	1,613	18,446	2,117,472	247,329	286,438	2,651,240	1.6
Santa Barbara	9,606	2,462	12,068	938,398	114,419	129,480	1,182,298	1.5
Santa Clara	41,028	1,371	42,399	5,775,960	74,391	827,864	6,678,215	7.6
Santa Cruz	4,274	3,662	7,936	397,168	147,098	61,156	605,423	3.6
Shasta	3,491	1,747	5,238	416,444	54,045	155,046	625,535	23.8
Sierra	23	93	116	755	924	1,714	3,393	-6.1
Siskiyou	1,134	628	1,762	60,820	11,451	16,834	89,106	-1.2
Solano	7,101	459	7,560	1,022,198	31,975	140,339	1,194,512	-4.6
Sonoma	10,889	5,825	16,714	1,081,874	214,602	127,681	1,424,157	0.5
Stanislaus	7,303	2,146	9,449	977,628	267,012	134,467	1,379,106	0.7
Sutter	1,444	436	1,880	197,746	46,601	21,336	265,683	2.3
Tehama	711	668	1,379	92,138	16,740	11,544	120,423	-2.3
Trinity	--	541	541	--	11,343	2,535	13,878	6.3
Tulare	5,924	2,203	8,127	770,837	122,329	100,930	994,096	3.4
Tuolumne	582	1,299	1,881	47,643	51,640	12,524	111,807	-7.5
Ventura	20,309	1,910	22,219	2,019,236	75,620	231,163	2,326,018	2.0
Yolo	3,449	399	3,848	523,263	49,540	74,082	646,885	-3.2
Yuba	389	831	1,220	36,497	42,346	13,581	92,424	-2.2
Statewide	--	--	6,893	--	--	84,559	84,559	52.6
TOTAL	804,154	127,672	938,719	\$88,874,872	\$8,404,014	\$11,279,524	\$108,558,411	1.3
HISTORICAL DATA								
2005	913,021	147,279	1,068,435	\$97,775,099	\$9,200,131	\$12,412,535	\$119,387,765	4.8
2006	909,491	146,432	1,064,305	104,862,821	10,123,038	13,793,054	128,778,913	7.9
2007	896,386	144,747	1,049,325	108,608,684	10,502,666	13,638,672	132,750,022	3.1
2008	898,691	143,253	1,050,020	104,212,838	10,212,026	13,426,656	127,851,520	-3.7
2009	806,269	129,130	942,563	87,510,320	8,406,354	11,258,188	107,174,862	-16.2

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

TABLE 3. TAXABLE SALES IN THE 36 LARGEST COUNTIES, BY TYPE OF BUSINESS, FIRST QUARTER 2010

(Taxable transactions in thousands of dollars)

Type of business	ALAMEDA		BUTTE		CONTRA COSTA		EL DORADO	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
<i>Retail and Food Services</i>								
Motor Vehicle and Parts Dealers	1,155	497,430	232	50,158	692	293,109	175	34,241
New Car Dealers	96	370,558	19	30,507	69	227,858	12	23,942
Used Car Dealers	299	55,176	52	5,448	187	22,601	25	2,395
Other Motor Vehicle Dealers	113	19,410	35	3,408	65	6,051	22	493
Auto. Parts, Accessories and Tire Stores	647	52,286	126	10,796	371	36,598	116	7,411
Furniture and Home Furnishings Stores	644	97,310	95	7,987	438	52,524	85	3,062
Furniture Stores	285	64,864	37	4,190	187	25,332	31	1,047
Home Furnishings Stores	359	32,446	58	3,797	251	27,193	54	2,015
Electronics and Appliance Stores	893	133,311	125	15,091	464	81,380	112	3,012
Appliance, T.V., and Other Electronics Stores	279	82,742	47	11,613	163	63,342	35	1,033
Computer and Software Stores	585	49,486	72	3,431	283	17,275	72	1,954
Camera and Photographic Supplies Stores	29	1,083	6	47	18	764	5	26
Bldg. Matrl. and Garden Equip. and Supplies	581	249,440	186	44,193	386	164,124	142	22,794
Building Material and Supplies Dealers	465	234,890	128	37,718	272	147,642	94	18,430
Lawn and Garden Equip. and Supplies Stores	116	14,551	58	6,476	114	16,482	48	4,364
Food and Beverage Stores	1,285	200,550	152	34,318	587	151,737	136	31,133
Supermarkets and Other Grocery Stores	588	144,781	73	29,036	277	117,686	55	27,122
Convenience Stores	197	14,455	21	1,642	96	11,015	17	1,499
Specialty Food Stores	237	5,273	35	303	109	3,246	24	463
Beer, Wine, and Liquor Stores	263	36,041	23	3,337	105	19,790	40	2,049
Health and Personal Care Stores	589	99,502	102	11,359	392	62,696	81	9,194
Pharmacies and Drug Stores	143	71,080	39	9,125	98	48,494	17	7,791
Health and Personal Care Stores	446	28,422	63	2,234	294	14,201	64	1,403
Gasoline Stations	430	394,885	85	52,363	344	293,964	53	50,698
Clothing and Clothing Accessories Stores	2,070	195,962	244	19,889	1,225	142,016	248	9,455
Men's Clothing Stores	83	5,253	6	793	55	4,420	5	430
Women's Clothing Stores	320	30,466	40	4,109	214	22,188	27	1,616
Family Clothing Stores, Accessories, and Other Stores	1,008	125,252	133	10,659	579	87,904	147	6,427
Shoe Stores	146	22,038	17	2,698	87	14,820	4	205
Jewelry, Luggage, and Leather Goods Stores	513	12,953	48	1,630	290	12,684	65	777
Sporting Goods, Hobby, Book, and Music Stores	1,082	114,235	193	18,971	604	69,705	170	8,980
Sporting Goods Stores	238	37,376	85	5,878	197	26,202	78	7,460
Hobby, Toy and Musical Instrument Stores	281	34,916	39	4,406	155	26,578	24	621
Book, Periodical, and Music Stores	563	41,943	69	8,687	252	16,926	68	899
General Merchandise Stores	485	371,380	48	73,482	222	304,435	39	23,662
Miscellaneous Store Retailers	5,171	212,384	732	20,516	3,004	87,458	815	11,996
Florists	223	4,001	16	312	125	1,805	26	262
Office Supplies and Stationery Stores	73	92,579	7	3,009	48	16,152	10	2,476
Gift, Novelty, and Souvenir Stores	495	9,168	116	1,233	277	4,805	184	2,115
Used Merchandise Stores	385	6,326	121	1,550	185	4,171	65	1,121
Other Miscellaneous Store Retailers	3,995	100,310	472	14,413	2,369	60,525	530	6,022
Nonstore Retailers	6,186	13,372	1,175	2,542	3,405	8,741	1,255	4,953
Food Services and Drinking Places	4,247	473,547	523	55,367	2,084	272,148	473	42,972
Full-Service Restaurants	1,378	224,753	199	26,856	715	132,202	193	23,404
Limited-Service Eating Places	2,259	210,498	258	25,113	1,118	122,924	244	17,643
Special Food Services	426	21,313	39	1,022	159	5,945	22	1,076
Drinking Places (Alcoholic Beverages)	184	16,983	27	2,375	92	11,077	14	850
Total Retail and Food Services	24,818	3,053,309	3,892	406,236	13,847	1,984,038	3,784	256,152
All Other Outlets	13,851	1,864,116	1,842	147,462	7,237	738,338	1,718	101,545
Total All Outlets	38,669	4,917,426	5,734	553,698	21,084	2,722,376	5,502	357,696
Historical Data								
Comparable data for total all outlets:								
2005	43,263	5,394,900	6,468	596,232	23,885	2,989,338	6,451	400,150
2006	42,806	5,770,910	6,357	630,464	23,801	3,106,888	6,410	434,233
2007	41,924	6,012,309	6,322	648,150	23,275	3,263,355	6,240	435,782
2008	42,610	5,695,460	6,376	623,709	23,590	3,167,388	6,222	428,167
2009	38,312	4,762,260	5,711	538,003	21,275	2,765,159	5,674	357,229

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

TABLE 3. TAXABLE SALES IN THE 36 LARGEST COUNTIES, BY TYPE OF BUSINESS, FIRST QUARTER 2010

(Taxable transactions in thousands of dollars)

Type of business	FRESNO		HUMBOLDT		IMPERIAL		KERN	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
<i>Retail and Food Services</i>								
Motor Vehicle and Parts Dealers	994	273,001	128	36,567	154	41,376	751	221,156
New Car Dealers	69	156,161	12	19,318	6	23,147	55	147,491
Used Car Dealers	278	58,656	25	5,504	27	3,855	135	19,706
Other Motor Vehicle Dealers	67	12,780	13	1,718	16	1,552	62	12,794
Auto. Parts, Accessories and Tire Stores	580	45,404	78	10,027	105	12,822	499	41,164
Furniture and Home Furnishings Stores	347	43,885	51	4,928	41	2,111	250	74,112
Furniture Stores	185	30,348	16	2,394	17	522	126	65,084
Home Furnishings Stores	162	13,537	35	2,534	24	1,590	124	9,028
Electronics and Appliance Stores	411	42,939	75	5,257	48	7,952	249	34,696
Appliance, T.V., and Other Electronics Stores	188	28,691	24	2,879 #	21	#	133	23,061 #
Computer and Software Stores	209	13,054	47	2,379	27	7,952 #	107	11,634
Camera and Photographic Supplies Stores	14	1,194	4	#	--	#	9	#
Bldg. Matrl. and Garden Equip. and Supplies	394	140,447	164	34,892	100	21,258	348	119,723
Building Material and Supplies Dealers	237	108,221	98	25,576	65	16,169	229	102,710
Lawn and Garden Equip. and Supplies Stores	157	32,227	66	9,316	35	5,089	119	17,014
Food and Beverage Stores	788	134,407	118	26,100	100	18,817	643	114,950
Supermarkets and Other Grocery Stores	402	102,537	67	22,567	55	12,380	375	96,145
Convenience Stores	115	9,444	16	1,270 #	16	5,573 #	97	10,690
Specialty Food Stores	111	1,973	21	#	18	#	94	819
Beer, Wine, and Liquor Stores	160	20,453	14	2,263	11	864	77	7,296
Health and Personal Care Stores	331	44,951	73	9,304	48	4,219	283	36,505
Pharmacies and Drug Stores	132	33,474	37	7,991	20	2,929	101	27,891
Health and Personal Care Stores	199	11,477	36	1,313	28	1,290	182	8,614
Gasoline Stations	332	215,992	65	31,530	71	47,846	376	295,205
Clothing and Clothing Accessories Stores	1,220	94,095	190	10,200	331	30,651	736	62,976
Men's Clothing Stores	49	2,493	5	420	14	369	31	1,475
Women's Clothing Stores	154	14,730	32	1,360	89	4,978	98	10,539
Family Clothing Stores, Accessories, and Other Stores	770	57,968	113	5,722	144	20,053	413	35,063
Shoe Stores	77	10,819	9	1,290	58	3,826	73	9,075
Jewelry, Luggage, and Leather Goods Stores	170	8,085	31	1,408	26	1,425	121	6,824
Sporting Goods, Hobby, Book, and Music Stores	514	54,216	136	11,316	71	5,154	398	33,550
Sporting Goods Stores	168	17,361	46	4,401	27	1,028	141	12,781
Hobby, Toy and Musical Instrument Stores	122	17,648	33	2,696	32	2,686	123	12,634
Book, Periodical, and Music Stores	224	19,207	57	4,219	12	1,440	134	8,135
General Merchandise Stores	262	272,965	39	41,032	73	83,992	236	223,730
Miscellaneous Store Retailers	2,039	76,385	581	14,651	494	7,623	1,838	55,868
Florists	67	2,348	19	173	16	258	77	1,821
Office Supplies and Stationery Stores	41	23,772	5	#	5	2,267	36	14,638
Gift, Novelty, and Souvenir Stores	403	4,855	85	1,157	30	756	273	3,311
Used Merchandise Stores	411	4,440	59	2,194	248	435	210	2,246
Other Miscellaneous Store Retailers	1,117	40,972	413	11,128 #	195	3,906	1,242	33,852
Nonstore Retailers	2,574	9,947	1,198	2,984	446	1,269	2,430	7,403
Food Services and Drinking Places	2,003	224,912	376	31,268	317	38,561	1,597	193,689
Full-Service Restaurants	670	98,111	166	16,614	80	10,539	565	76,792
Limited-Service Eating Places	1,093	119,191	160	13,198	191	27,130	834	110,430
Special Food Services	184	4,640	28	129	32	383	143	3,853
Drinking Places (Alcoholic Beverages)	56	2,970	22	1,326	14	509	55	2,615
Total Retail and Food Services	12,209	1,628,143	3,194	260,029	2,294	310,829	10,135	1,473,562
All Other Outlets	6,580	699,815	1,299	136,151	1,034	123,137	4,902	898,399
Total All Outlets	18,789	2,327,958	4,493	396,181	3,328	433,966	15,037	2,371,962
Historical Data								
Comparable data for total all outlets:								
2005	20,201	2,589,141	4,873	350,442	4,244	453,875	16,319	2,304,824
2006	20,271	2,866,894	4,794	369,374	4,424	517,934	16,336	2,732,705
2007	20,467	2,928,117	4,745	383,697	4,338	526,902	16,532	2,821,135
2008	20,530	2,772,673	4,832	389,464	4,163	512,080	17,002	2,808,708
2009	18,671	2,345,381	4,446	328,925	3,403	430,079	15,061	2,451,858

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

TABLE 3. TAXABLE SALES IN THE 36 LARGEST COUNTIES, BY TYPE OF BUSINESS, FIRST QUARTER 2010

(Taxable transactions in thousands of dollars)

Type of business	KINGS		LOS ANGELES		MARIN		MENDOCINO	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
<i>Retail and Food Services</i>								
Motor Vehicle and Parts Dealers	98	26,807	8,279	2,668,127	174	114,813	94	24,466
New Car Dealers	9	17,580	540	1,969,272	24	95,473	5	14,620
Used Car Dealers	18	2,041	1,785	302,646	40	8,348	16	1,567
Other Motor Vehicle Dealers	9	247	508	76,548	37	2,903	14	2,372
Auto. Parts, Accessories and Tire Stores	62	6,939	5,446	319,661	73	8,089	59	5,906
Furniture and Home Furnishings Stores	27	2,675	4,885	501,489	219	24,097	40	3,073
Furniture Stores	20	2,176	2,515	307,482	99	10,240	17	1,674
Home Furnishings Stores	7	499	2,370	194,007	120	13,857	23	1,399
Electronics and Appliance Stores	35	1,749	5,800	792,895	145	28,089	32	2,296
Appliance, T.V., and Other Electronics Stores	18	1,220 #	2,721	505,632	47	19,802	18	1,509
Computer and Software Stores	16	529	2,780	253,869	93	7,744	10	718
Camera and Photographic Supplies Stores	1	#	299	33,394	5	543	4	69
Bldg. Matrl. and Garden Equip. and Supplies	54	19,645	3,378	1,399,252	140	50,849	131	26,171
Building Material and Supplies Dealers	31	14,953	2,586	1,338,125	93	47,447	70	19,716
Lawn and Garden Equip. and Supplies Stores	23	4,691	792	61,127	47	3,402	61	6,455
Food and Beverage Stores	99	17,618	8,406	1,254,929	199	56,421	125	20,660
Supermarkets and Other Grocery Stores	56	13,151	3,228	950,221	83	42,492	58	18,916
Convenience Stores	15	2,812	1,463	95,946	21	4,850	10	785
Specialty Food Stores	13	83	2,036	43,382	44	1,267	30	251
Beer, Wine, and Liquor Stores	15	1,571	1,679	165,380	51	7,812	27	708
Health and Personal Care Stores	36	4,960	6,741	668,390	139	26,053	35	5,538
Pharmacies and Drug Stores	12	3,959	1,876	407,280	30	20,126	18	5,107
Health and Personal Care Stores	24	1,002	4,865	261,110	109	5,927	17	431
Gasoline Stations	44	30,392	2,289	2,561,142	81	65,107	56	33,001
Clothing and Clothing Accessories Stores	136	11,273	21,587	1,666,596	532	52,858	119	5,189
Men's Clothing Stores	3	#	991	51,521	18	1,604	8	169
Women's Clothing Stores	18	2,050	3,877	296,258	97	9,143	24	1,056
Family Clothing Stores, Accessories, and Other Stores	78	6,511 #	11,306	996,705	246	37,327	61	3,216
Shoe Stores	14	1,511	1,862	180,886	25	2,027	7	413
Jewelry, Luggage, and Leather Goods Stores	23	1,201	3,551	141,226	146	2,758	19	334
Sporting Goods, Hobby, Book, and Music Stores	45	3,364	6,831	581,153	345	28,732	115	4,611
Sporting Goods Stores	15	#	1,729	193,102	95	14,023	37	1,853
Hobby, Toy and Musical Instrument Stores	11	2,501 #	1,990	207,139	72	8,199	31	1,471
Book, Periodical, and Music Stores	19	863	3,112	180,912	178	6,510	47	1,287
General Merchandise Stores	26	34,974	6,338	2,287,594	65	56,284	26	17,822
Miscellaneous Store Retailers	217	7,200	32,513	1,040,570	1,274	36,976	480	9,627
Florists	5	227	1,407	28,029	49	1,073	14	63
Office Supplies and Stationery Stores	6	#	681	292,996	18	6,882	7	#
Gift, Novelty, and Souvenir Stores	39	396	4,211	74,104	194	2,544	83	1,321
Used Merchandise Stores	43	288	3,362	36,279	124	2,104	40	331
Other Miscellaneous Store Retailers	124	6,289 #	22,852	609,162	889	24,373	336	7,912 #
Nonstore Retailers	251	1,142	40,942	171,842	2,007	5,000	900	3,524
Food Services and Drinking Places	259	28,059	25,319	3,455,971	701	94,655	280	20,775
Full-Service Restaurants	73	7,578	7,946	1,702,908	322	63,386	141	10,487
Limited-Service Eating Places	154	19,168	14,681	1,554,896	277	26,980	100	9,059
Special Food Services	24	829	2,090	138,931	85	2,327	23	31
Drinking Places (Alcoholic Beverages)	8	484	602	59,235	17	1,963	16	1,198
Total Retail and Food Services	1,327	189,857	173,308	19,049,951	6,021	639,933	2,433	176,753
All Other Outlets	671	77,851	86,934	8,051,617	3,963	200,945	1,142	52,268
Total All Outlets	1,998	267,708	260,242	27,101,568	9,984	840,878	3,575	229,021
Historical Data								
Comparable data for total all outlets:								
2005	2,124	261,099	300,798	29,675,975	11,342	929,811	3,787	251,063
2006	2,124	292,904	300,792	31,678,436	11,153	951,754	3,732	264,968
2007	2,168	304,721	295,606	32,853,484	11,061	1,003,297	3,748	281,128
2008	2,192	320,305	295,251	32,092,730	11,011	976,110	3,820	278,482
2009	2,008	282,307	262,813	26,996,923	10,135	810,555	3,561	227,115

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

TABLE 3. TAXABLE SALES IN THE 36 LARGEST COUNTIES, BY TYPE OF BUSINESS, FIRST QUARTER 2010

(Taxable transactions in thousands of dollars)

Type of business	MERCED		MONTEREY		NAPA		NEVADA	
	Permits	Taxable transactions						
<i>Retail and Food Services</i>								
Motor Vehicle and Parts Dealers	203	43,085	324	119,874	84	32,393	108	12,847
New Car Dealers	31	21,923	37	81,089	12	23,168	1	#
Used Car Dealers	46	9,410	75	18,053	9	1,197	13	2,332 #
Other Motor Vehicle Dealers	16	1,344	28	2,741	17	2,196	21	4,314
Auto. Parts, Accessories and Tire Stores	110	10,408	184	17,991	46	5,831	73	6,201
Furniture and Home Furnishings Stores	52	3,479	193	16,958	63	3,825	66	5,208
Furniture Stores	30	2,393	72	8,332	34	1,474	21	2,120
Home Furnishings Stores	22	1,086	121	8,626	29	2,351	45	3,088
Electronics and Appliance Stores	68	7,972	153	19,655	70	4,820	69	2,804
Appliance, T.V., and Other Electronics Stores	42	5,952 #	68	13,331	23	2,247 #	24	1,338 #
Computer and Software Stores	24	2,020	71	5,351	44	2,573	42	1,466
Camera and Photographic Supplies Stores	2	#	14	973	3	#	3	#
Bldg. Matrl. and Garden Equip. and Supplies	87	28,946	181	56,781	82	32,944	117	21,157
Building Material and Supplies Dealers	52	26,788	122	48,619	52	31,301	79	17,205
Lawn and Garden Equip. and Supplies Stores	35	2,158	59	8,162	30	1,643	38	3,951
Food and Beverage Stores	167	28,362	374	59,406	311	32,552	87	20,057
Supermarkets and Other Grocery Stores	96	19,375	182	42,000	62	21,430	40	18,327
Convenience Stores	24	6,020	57	9,212	14	1,593	13	1,179
Specialty Food Stores	25	168	79	2,270	23	369	18	69
Beer, Wine, and Liquor Stores	22	2,799	56	5,925	212	9,160	16	481
Health and Personal Care Stores	72	7,446	117	21,677	48	5,889	63	7,351
Pharmacies and Drug Stores	23	6,201	40	18,033	12	4,251	11	6,230
Health and Personal Care Stores	49	1,246	77	3,645	36	1,638	52	1,121
Gasoline Stations	93	91,038	137	106,330	41	43,694	32	26,189
Clothing and Clothing Accessories Stores	194	12,126	601	49,660	175	17,474	177	4,651
Men's Clothing Stores	7	#	27	1,726	6	435	7	209
Women's Clothing Stores	23	1,934	98	8,079	31	2,707	32	1,275
Family Clothing Stores, Accessories, and Other Stores	119	7,383 #	292	26,331	88	9,255	96	2,270
Shoe Stores	16	1,667	49	6,407	20	2,592	4	392
Jewelry, Luggage, and Leather Goods Stores	29	1,142	135	7,118	30	2,485	38	504
Sporting Goods, Hobby, Book, and Music Stores	87	8,281	238	20,417	106	7,791	149	7,282
Sporting Goods Stores	28	2,202	81	7,335	37	2,461	55	5,138
Hobby, Toy and Musical Instrument Stores	23	2,626	54	7,679	32	3,162	28	427
Book, Periodical, and Music Stores	36	3,453	103	5,403	37	2,168	66	1,716
General Merchandise Stores	51	65,249	96	105,435	28	40,526	33	9,020
Miscellaneous Store Retailers	384	11,495	1,111	42,421	463	18,314	556	10,219
Florists	19	295	57	1,302	23	724	12	240
Office Supplies and Stationery Stores	7	1,972	19	6,031	3	#	7	#
Gift, Novelty, and Souvenir Stores	78	453	252	6,143	72	766	114	1,003
Used Merchandise Stores	48	520	137	2,120	35	509	65	318
Other Miscellaneous Store Retailers	232	8,254	646	26,824	330	16,315 #	358	8,658 #
Nonstore Retailers	490	2,504	2,094	4,932	822	2,510	835	4,084
Food Services and Drinking Places	423	44,337	1,032	118,869	331	57,929	261	25,980
Full-Service Restaurants	138	16,535	434	66,455	145	39,852	115	14,505
Limited-Service Eating Places	221	26,959	465	47,067	127	15,256	119	10,657
Special Food Services	50	272	112	4,324	52	1,474	21	280
Drinking Places (Alcoholic Beverages)	14	571	21	1,022	7	1,347	6	538
Total Retail and Food Services	2,371	354,318	6,651	742,414	2,624	300,659	2,553	156,848
All Other Outlets	1,182	129,633	3,230	305,524	2,350	194,623	1,267	61,455
Total All Outlets	3,553	483,951	9,881	1,047,938	4,974	495,282	3,820	218,304
Historical Data								
Comparable data for total all outlets:								
2005	4,070	533,083	11,619	1,171,063	4,834	482,691	4,398	263,004
2006	3,996	593,026	11,234	1,226,478	4,866	509,511	4,361	278,749
2007	3,939	582,863	11,225	1,264,734	4,923	561,331	4,300	292,190
2008	4,011	556,973	11,239	1,222,471	5,086	559,707	4,252	269,354
2009	3,636	470,713	10,181	1,015,199	4,853	486,268	3,893	216,728

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

TABLE 3. TAXABLE SALES IN THE 36 LARGEST COUNTIES, BY TYPE OF BUSINESS, FIRST QUARTER 2010

(Taxable transactions in thousands of dollars)

Type of business	ORANGE		PLACER		RIVERSIDE		SACRAMENTO	
	Permits	Taxable transactions						
Retail and Food Services								
Motor Vehicle and Parts Dealers	2,826	1,221,232	396	259,688	1,775	621,109	1,371	370,367
New Car Dealers	217	897,495	35	169,857	113	411,030	68	241,585
Used Car Dealers	692	170,406	112	60,871	324	58,380	378	42,477
Other Motor Vehicle Dealers	335	46,973	61	10,812	247	50,955	114	21,308
Auto. Parts, Accessories and Tire Stores	1,582	106,357	188	18,148	1,091	100,745	811	64,998
Furniture and Home Furnishings Stores	1,895	192,303	219	45,114	887	102,624	607	59,563
Furniture Stores	876	115,042	101	32,190	404	62,696	266	35,864
Home Furnishings Stores	1,019	77,261	118	12,924	483	39,927	341	23,699
Electronics and Appliance Stores	2,763	467,253	251	50,947	844	113,343	732	136,899
Appliance, T.V., and Other Electronics Stores	910	191,301	90	35,982 #	370	93,002	295	73,544
Computer and Software Stores	1,676	266,717	146	14,965	449	19,844	416	62,179
Camera and Photographic Supplies Stores	177	9,235	15	#	25	497	21	1,176
Bldg. Matrl. and Garden Equip. and Supplies	1,287	484,662	253	70,493	866	308,977	509	212,717
Building Material and Supplies Dealers	983	451,969	175	64,904	545	284,889	366	198,616
Lawn and Garden Equip. and Supplies Stores	304	32,693	78	5,588	321	24,088	143	14,101
Food and Beverage Stores	2,205	439,588	231	60,512	1,135	305,333	947	194,565
Supermarkets and Other Grocery Stores	806	329,693	75	47,764	479	233,775	394	150,691
Convenience Stores	270	31,650	31	3,914	184	38,433	186	17,744
Specialty Food Stores	663	21,777	73	1,195	276	6,533	209	2,583
Beer, Wine, and Liquor Stores	466	56,467	52	7,640	196	26,592	158	23,546
Health and Personal Care Stores	2,226	192,950	256	22,802	850	99,215	693	77,060
Pharmacies and Drug Stores	480	122,157	37	12,656	249	73,666	138	48,987
Health and Personal Care Stores	1,746	70,792	219	10,146	601	25,549	555	28,073
Gasoline Stations	749	889,715	124	142,311	516	625,772	385	354,448
Clothing and Clothing Accessories Stores	6,006	610,988	632	75,505	2,691	328,331	1,885	173,435
Men's Clothing Stores	231	17,306	16	1,250	149	11,367	67	6,407
Women's Clothing Stores	938	107,575	82	12,842	415	57,907	232	23,463
Family Clothing Stores, Accessories, and Other Stores	3,308	375,223	379	47,453	1,465	180,618	1,082	106,537
Shoe Stores	422	47,796	42	6,303	264	40,160	125	22,097
Jewelry, Luggage, and Leather Goods Stores	1,107	63,087	113	7,658	398	38,280	379	14,931
Sporting Goods, Hobby, Book, and Music Stores	2,619	245,536	404	44,346	1,062	110,068	977	105,727
Sporting Goods Stores	973	104,728	163	24,057	431	52,791	300	41,210
Hobby, Toy and Musical Instrument Stores	619	77,710	88	12,593	283	35,397	233	31,699
Book, Periodical, and Music Stores	1,027	63,098	153	7,696	348	21,880	444	32,817
General Merchandise Stores	1,375	984,197	122	123,721	588	683,118	355	434,224
Miscellaneous Store Retailers	10,542	381,762	1,599	41,061	5,231	163,923	4,250	129,308
Florists	447	8,762	49	526	162	3,197	169	3,325
Office Supplies and Stationery Stores	284	96,681	28	8,300	124	37,068	79	35,677
Gift, Novelty, and Souvenir Stores	1,612	26,939	291	3,248	661	14,537	726	8,623
Used Merchandise Stores	970	14,114	224	1,358	522	6,208	529	9,186
Other Miscellaneous Store Retailers	7,229	235,266	1,007	27,629	3,762	102,914	2,747	72,498
Nonstore Retailers	13,053	113,574	2,206	4,905	9,222	20,280	5,876	23,411
Food Services and Drinking Places	7,918	1,213,042	938	137,383	3,959	606,809	3,246	410,888
Full-Service Restaurants	2,484	639,472	350	77,992	1,245	274,831	1,067	193,283
Limited-Service Eating Places	4,536	507,811	513	56,374	2,339	309,621	1,775	197,859
Special Food Services	702	42,498	60	1,359	283	12,215	315	11,819
Drinking Places (Alcoholic Beverages)	196	23,261	15	1,658	92	10,142	89	7,927
Total Retail and Food Services	55,464	7,436,800	7,631	1,078,788	29,626	4,088,902	21,833	2,682,611
All Other Outlets	33,230	3,363,990	3,260	303,455	12,682	1,465,855	9,404	1,211,430
Total All Outlets	88,694	10,800,790	10,891	1,382,244	42,308	5,554,758	31,237	3,894,040
Historical Data								
Comparable data for total all outlets:								
2005	103,843	12,335,474	11,599	1,588,538	44,057	6,339,661	36,597	4,706,797
2006	104,182	13,109,892	11,665	1,705,682	44,261	7,190,512	35,892	4,897,206
2007	102,980	13,609,161	11,765	1,743,381	44,848	7,344,214	35,361	4,862,896
2008	99,067	13,061,269	12,031	1,615,759	46,834	6,608,575	35,636	4,604,586
2009	88,276	10,768,437	11,011	1,338,232	41,426	5,446,210	31,824	3,864,707

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

TABLE 3. TAXABLE SALES IN THE 36 LARGEST COUNTIES, BY TYPE OF BUSINESS, FIRST QUARTER 2010

(Taxable transactions in thousands of dollars)

Type of business	SAN BERNARDINO		SAN DIEGO		SAN FRANCISCO		SAN JOAQUIN	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
<i>Retail and Food Services</i>								
Motor Vehicle and Parts Dealers	2,231	610,675	2,720	1,055,566	245	89,369	649	178,820
New Car Dealers	86	357,067	234	755,034	19	69,370	37	104,955
Used Car Dealers	467	91,732	778	117,273	52	3,151	142	20,720
Other Motor Vehicle Dealers	224	50,572	349	55,575	28	4,296	68	17,698
Auto. Parts, Accessories and Tire Stores	1,454	111,304	1,359	127,685	146	12,552	402	35,447
Furniture and Home Furnishings Stores	824	120,725	1,448	192,590	546	71,234	204	17,067
Furniture Stores	404	63,336	565	121,751	254	36,254	102	10,698
Home Furnishings Stores	420	57,389	883	70,839	292	34,980	102	6,369
Electronics and Appliance Stores	841	108,909	1,802	299,432	474	78,868	238	29,684
Appliance, T.V., and Other Electronics Stores	396	79,650	662	192,023	174	38,055	113	21,920
Computer and Software Stores	418	29,104	1,051	102,555	252	35,016	113	7,607
Camera and Photographic Supplies Stores	27	156	89	4,853	48	5,797	12	157
Bldg. Matrl. and Garden Equip. and Supplies	776	282,621	1,327	471,644	306	77,574	275	102,791
Building Material and Supplies Dealers	542	273,098	855	441,367	232	74,195	180	93,935
Lawn and Garden Equip. and Supplies Stores	234	9,523	472	30,278	74	3,380	95	8,856
Food and Beverage Stores	1,262	260,983	2,018	451,280	1,122	141,979	563	85,969
Supermarkets and Other Grocery Stores	492	193,241	750	323,780	644	107,548	253	69,150
Convenience Stores	232	36,469	361	51,625	120	5,163	74	5,828
Specialty Food Stores	277	5,231	474	11,003	217	4,881	135	2,479
Beer, Wine, and Liquor Stores	261	26,041	433	64,872	141	24,388	101	8,512
Health and Personal Care Stores	829	98,731	1,439	182,736	522	85,540	235	26,546
Pharmacies and Drug Stores	230	56,670	416	125,247	126	#	70	21,200
Health and Personal Care Stores	599	42,061	1,023	57,489	396	85,540 #	165	5,347
Gasoline Stations	625	704,144	817	840,246	131	107,436	231	222,152
Clothing and Clothing Accessories Stores	2,768	275,856	5,148	581,938	2,204	308,697	649	56,359
Men's Clothing Stores	137	7,353	196	13,281	96	7,506	22	1,388
Women's Clothing Stores	404	40,009	769	83,331	430	57,349	74	7,605
Family Clothing Stores, Accessories, and Other Stores	1,557	154,111	2,793	364,879	972	178,819	390	35,301
Shoe Stores	326	42,459	402	58,389	120	25,891	53	7,949
Jewelry, Luggage, and Leather Goods Stores	344	31,923	988	62,059	586	39,132	110	4,115
Sporting Goods, Hobby, Book, and Music Stores	1,054	119,657	2,552	232,393	789	85,577	281	31,751
Sporting Goods Stores	388	46,783	881	93,615	124	28,176	119	16,700
Hobby, Toy and Musical Instrument Stores	325	42,960	578	76,086	137	15,797	76	9,414
Book, Periodical, and Music Stores	341	29,914	1,093	62,693	528	41,603	86	5,637
General Merchandise Stores	936	600,037	819	967,426	262	143,189	149	199,753
Miscellaneous Store Retailers	5,254	303,532	10,102	318,113	3,734	133,161	1,379	79,951
Florists	143	2,720	587	17,303	232	6,798	42	1,012
Office Supplies and Stationery Stores	102	165,346	195	60,727	45	20,247	29	45,782
Gift, Novelty, and Souvenir Stores	630	12,210	1,170	26,927	561	21,584	230	2,000
Used Merchandise Stores	849	5,106	1,241	18,690	292	7,324	186	3,336
Other Miscellaneous Store Retailers	3,530	118,149	6,909	194,465	2,604	77,208	892	27,821
Nonstore Retailers	10,142	24,771	14,683	26,789	2,307	7,113	1,860	10,976
Food Services and Drinking Places	3,864	553,151	7,468	1,154,696	4,154	617,968	1,354	149,820
Full-Service Restaurants	1,147	226,156	2,522	615,056	1,986	427,034	456	64,860
Limited-Service Eating Places	2,347	310,144	4,056	474,074	1,599	130,699	695	79,730
Special Food Services	243	7,988	627	33,102	294	28,352	161	2,880
Drinking Places (Alcoholic Beverages)	127	8,864	263	32,464	275	31,882	42	2,350
Total Retail and Food Services	31,406	4,063,791	52,343	6,774,848	16,796	1,947,704	8,067	1,191,638
All Other Outlets	13,094	1,673,419	27,103	2,795,963	9,267	943,916	4,021	507,534
Total All Outlets	44,500	5,737,210	79,446	9,570,811	26,063	2,891,620	12,088	1,699,173
Historical Data								
Comparable data for total all outlets:								
2005	48,394	6,517,210	90,805	10,560,865	30,081	2,870,819	13,842	2,109,781
2006	48,256	7,405,609	91,738	11,092,889	29,747	3,110,329	13,506	2,175,751
2007	47,501	7,444,932	89,150	11,214,037	28,527	3,327,948	13,242	2,196,428
2008	49,421	6,881,449	87,450	11,006,966	28,522	3,486,701	13,451	2,065,818
2009	43,535	5,685,343	79,251	9,343,723	26,262	2,887,952	12,187	1,688,838

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

TABLE 3. TAXABLE SALES IN THE 36 LARGEST COUNTIES, BY TYPE OF BUSINESS, FIRST QUARTER 2010

(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	281	74,913	430	253,162	277	106,201	1,059	573,824
New Car Dealers	25	47,214	57	211,307	32	83,416	89	470,077
Used Car Dealers	52	8,436	107	12,299	59	4,006	250	30,556
Other Motor Vehicle Dealers	59	7,616	33	4,151	42	3,871	111	17,586
Auto. Parts, Accessories and Tire Stores	145	11,647	233	25,405	144	14,909	609	55,606
Furniture and Home Furnishings Stores	156	13,285	398	75,912	207	17,217	733	105,822
Furniture Stores	61	6,382	174	53,377	92	8,959	310	60,911
Home Furnishings Stores	95	6,903	224	22,535	115	8,258	423	44,911
Electronics and Appliance Stores	129	15,967	400	79,055	185	30,503	1,316	294,746
Appliance, T.V., and Other Electronics Stores	44	12,052 #	146	45,592	91	21,155 #	426	139,864
Computer and Software Stores	78	3,915	235	32,042	87	9,347	860	152,275
Camera and Photographic Supplies Stores	7	#	19	1,421	7	#	30	2,608
Bldg. Matrl. and Garden Equip. and Supplies	252	59,888	329	161,679	259	84,216	644	278,404
Building Material and Supplies Dealers	150	49,566	225	150,095	144	69,649	485	260,685
Lawn and Garden Equip. and Supplies Stores	102	10,322	104	11,584	115	14,567	159	17,719
Food and Beverage Stores	276	49,115	507	114,004	401	79,256	1,204	221,187
Supermarkets and Other Grocery Stores	87	35,391	246	86,569	163	60,614	432	159,384
Convenience Stores	29	4,690	61	6,428	54	8,485	210	20,907
Specialty Food Stores	58	983	108	1,844	68	713	288	5,005
Beer, Wine, and Liquor Stores	102	8,051	92	19,164	116	9,443	274	35,892
Health and Personal Care Stores	113	18,128	290	55,358	184	29,084	713	121,226
Pharmacies and Drug Stores	31	13,950	69	42,818	59	22,550	203	83,702
Health and Personal Care Stores	82	4,178	221	12,540	125	6,533	510	37,523
Gasoline Stations	104	84,178	241	208,967	124	109,588	433	486,255
Clothing and Clothing Accessories Stores	381	38,710	993	124,949	545	58,425	2,269	374,470
Men's Clothing Stores	16	1,787	30	2,761	21	771	95	9,131
Women's Clothing Stores	72	7,662	172	16,917	111	11,823	432	53,221
Family Clothing Stores, Accessories, and Other Stores	223	23,330	448	82,556	252	35,041	1,068	223,055
Shoe Stores	23	3,977	64	10,864	49	4,309	197	39,875
Jewelry, Luggage, and Leather Goods Stores	47	1,955	279	11,852	112	6,480	477	49,189
Sporting Goods, Hobby, Book, and Music Stores	298	22,723	518	58,883	340	29,207	1,157	145,695
Sporting Goods Stores	133	13,092	168	23,762	133	12,409	349	56,901
Hobby, Toy and Musical Instrument Stores	62	4,723	128	21,633	59	7,859	326	47,899
Book, Periodical, and Music Stores	103	4,909	222	13,488	148	8,939	482	40,895
General Merchandise Stores	79	69,640	182	221,339	107	98,664	365	506,903
Miscellaneous Store Retailers	1,118	31,068	2,118	106,999	1,135	46,669	4,251	139,725
Florists	42	729	121	3,424	70	#	209	3,724
Office Supplies and Stationery Stores	26	7,155	38	39,060	18	7,844	82	30,015
Gift, Novelty, and Souvenir Stores	215	3,520	300	10,493	156	3,972	626	11,402
Used Merchandise Stores	137	1,883	214	4,120	140	3,179	306	6,815
Other Miscellaneous Store Retailers	698	17,781	1,445	49,902	751	31,674 #	3,028	87,769
Nonstore Retailers	2,044	2,719	2,488	11,737	2,756	3,789	7,506	28,142
Food Services and Drinking Places	814	96,537	2,052	297,329	1,110	149,753	4,575	675,952
Full-Service Restaurants	378	58,595	851	174,370	458	80,780	1,672	361,851
Limited-Service Eating Places	361	33,875	898	100,663	503	62,343	2,183	261,434
Special Food Services	45	1,569	252	18,389	96	2,426	594	40,630
Drinking Places (Alcoholic Beverages)	30	2,497	51	3,906	53	4,204	126	12,037
Total Retail and Food Services	6,045	576,871	10,946	1,769,373	7,630	842,570	26,225	3,952,351
All Other Outlets	3,127	196,162	7,500	881,866	4,438	339,729	16,174	2,725,864
Total All Outlets	9,172	773,032	18,446	2,651,240	12,068	1,182,298	42,399	6,678,215
Historical Data								
Comparable data for total all outlets:								
2005	10,155	843,746	21,772	2,794,404	13,786	1,296,434	50,592	6,603,620
2006	9,829	1,018,771	21,595	2,911,781	13,269	1,362,180	48,961	7,304,645
2007	9,842	997,165	20,689	3,091,402	13,323	1,392,983	48,528	7,811,325
2008	10,137	912,042	20,432	3,101,507	13,360	1,375,548	48,148	7,736,596
2009	9,361	760,109	18,678	2,610,642	12,229	1,164,721	43,254	6,209,072

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

TABLE 3. TAXABLE SALES IN THE 36 LARGEST COUNTIES, BY TYPE OF BUSINESS, FIRST QUARTER 2010

(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	186	49,663	221	55,717	293	115,445	403	155,031
New Car Dealers	12	30,873	8	24,903	30	85,276	30	110,923
Used Car Dealers	38	6,271	52	11,592	67	5,093	98	12,021
Other Motor Vehicle Dealers	42	3,213	45	6,120	43	8,469	62	8,749
Auto. Parts, Accessories and Tire Stores	94	9,306	116	13,101	153	16,607	213	23,339
Furniture and Home Furnishings Stores	130	9,810	62	7,564	129	17,335	246	24,305
Furniture Stores	57	4,357	23	4,228	59	10,849	105	13,984
Home Furnishings Stores	73	5,453	39	3,336	70	6,486	141	10,321
Electronics and Appliance Stores	155	13,825	111	12,434	139	25,011	218	34,028
Appliance, T.V., and Other Electronics Stores	48	10,196	33	10,330 #	78	21,700 #	86	26,681 #
Computer and Software Stores	99	3,572	74	2,104	54	3,310	121	7,347
Camera and Photographic Supplies Stores	8	56	4	#	7	#	11	#
Bldg. Matrl. and Garden Equip. and Supplies	201	52,560	171	36,130	147	56,933	363	106,577
Building Material and Supplies Dealers	114	45,367	107	32,833	112	52,170	208	94,889
Lawn and Garden Equip. and Supplies Stores	87	7,193	64	3,298	35	4,763	155	11,688
Food and Beverage Stores	234	47,618	105	30,207	253	48,899	529	98,837
Supermarkets and Other Grocery Stores	93	33,188	69	26,950	91	35,678	184	72,800
Convenience Stores	30	3,771	8	527	50	4,937	58	7,789
Specialty Food Stores	54	1,185	15	153	56	2,130	83	1,861
Beer, Wine, and Liquor Stores	57	9,473	13	2,576	56	6,153	204	16,387
Health and Personal Care Stores	105	20,824	99	13,197	122	19,703	195	30,346
Pharmacies and Drug Stores	35	18,389	55	7,758	23	11,670	52	24,344
Health and Personal Care Stores	70	2,436	44	5,439	99	8,033	143	6,003
Gasoline Stations	80	63,725	92	60,182	152	136,597	167	142,757
Clothing and Clothing Accessories Stores	434	26,996	141	16,444	418	72,900	573	53,831
Men's Clothing Stores	17	834	7	1,287	19	2,107	25	2,043
Women's Clothing Stores	78	3,778	15	1,711	65	7,918	104	9,917
Family Clothing Stores, Accessories, and Other Stores	219	16,011	68	9,609	218	43,303	268	29,511
Shoe Stores	29	3,859	18	2,421	42	9,406	52	7,906
Jewelry, Luggage, and Leather Goods Stores	91	2,515	33	1,417	74	10,166	124	4,454
Sporting Goods, Hobby, Book, and Music Stores	280	18,029	166	12,175	195	20,366	385	36,066
Sporting Goods Stores	101	7,274	73	5,638	75	8,656	110	14,727
Hobby, Toy and Musical Instrument Stores	65	5,635	30	3,441	43	7,320	91	10,173
Book, Periodical, and Music Stores	114	5,120	63	3,096	77	4,390	184	11,166
General Merchandise Stores	53	50,629	28	69,657	91	134,795	84	141,535
Miscellaneous Store Retailers	971	27,850	626	18,745	959	34,377	1,900	56,857
Florists	36	518	18	342	32	876	60	1,116
Office Supplies and Stationery Stores	10	7,718	15	3,440	12	4,643	23	11,054
Gift, Novelty, and Souvenir Stores	181	2,795	82	1,531	112	1,806	244	2,941
Used Merchandise Stores	135	1,732	93	1,612	120	2,422	279	2,900
Other Miscellaneous Store Retailers	609	15,087	418	11,820	683	24,631	1,294	38,846
Nonstore Retailers	1,946	2,073	1,039	2,517	1,407	4,827	4,228	10,340
Food Services and Drinking Places	686	75,150	455	44,826	811	107,378	1,270	129,592
Full-Service Restaurants	286	44,387	168	23,084 #	268	44,215	535	69,921
Limited-Service Eating Places	313	28,116	230	20,572	448	59,078	556	53,262
Special Food Services	68	1,337	34	#	61	1,691	137	2,214
Drinking Places (Alcoholic Beverages)	19	1,310	23	1,170	34	2,394	42	4,195
Total Retail and Food Services	5,461	458,753	3,316	379,795	5,116	794,566	10,561	1,020,102
All Other Outlets	2,475	146,670	1,922	245,740	2,444	399,946	6,153	404,055
Total All Outlets	7,936	605,423	5,238	625,535	7,560	1,194,512	16,714	1,424,157
Historical Data								
Comparable data for total all outlets:								
2005	9,097	664,660	5,993	601,780	8,793	1,332,729	17,702	1,652,230
2006	8,785	701,551	6,122	641,315	8,656	1,572,514	17,798	1,721,921
2007	8,668	730,674	6,059	651,781	8,650	1,476,023	17,762	1,804,718
2008	8,679	698,230	6,044	612,629	8,678	1,373,583	18,020	1,713,271
2009	8,078	584,519	5,273	505,165	7,683	1,252,596	16,499	1,417,012

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

TABLE 3. TAXABLE SALES IN THE 36 LARGEST COUNTIES, BY TYPE OF BUSINESS, FIRST QUARTER 2010

(Taxable transactions in thousands of dollars)

Type of business	STANISLAUS		TULARE		VENTURA		YOLO	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
<i>Retail and Food Services</i>								
Motor Vehicle and Parts Dealers	574	158,554	420	90,102	550	312,325	165	46,002
New Car Dealers	39	79,895	37	56,343	65	248,009	12	28,070
Used Car Dealers	149	43,468	83	8,980	94	16,013	31	1,920
Other Motor Vehicle Dealers	45	10,256	30	3,503	96	15,626	20	1,450
Auto. Parts, Accessories and Tire Stores	341	24,934	270	21,276	295	32,677	102	14,562
Furniture and Home Furnishings Stores	200	19,308	146	11,523	319	41,145	51	20,800
Furniture Stores	96	11,102	73	6,608	147	21,380	26	#
Home Furnishings Stores	104	8,206	73	4,914	172	19,765	25	20,800 #
Electronics and Appliance Stores	215	26,696	149	55,607	364	67,816	72	10,392
Appliance, T.V., and Other Electronics Stores	101	18,589 #	73	51,759 #	152	50,982	30	5,093 #
Computer and Software Stores	109	8,107	73	3,848	201	16,119	40	5,299
Camera and Photographic Supplies Stores	5	#	3	#	11	716	2	#
Bldg. Matrl. and Garden Equip. and Supplies	235	96,069	251	65,091	350	137,293	94	33,795
Building Material and Supplies Dealers	153	81,448	120	51,586	226	123,467	66	30,598
Lawn and Garden Equip. and Supplies Stores	82	14,621	131	13,505	124	13,826	28	3,197
Food and Beverage Stores	397	67,544	334	50,300	581	116,996	141	31,673
Supermarkets and Other Grocery Stores	190	49,436	208	44,972	228	89,688	71	26,512
Convenience Stores	77	6,706	34	2,515	77	9,152	22	3,150
Specialty Food Stores	67	714	59	474	132	2,683	21	314
Beer, Wine, and Liquor Stores	63	10,687	33	2,338	144	15,472	27	1,696
Health and Personal Care Stores	209	25,935	141	15,072	353	49,519	68	10,517
Pharmacies and Drug Stores	57	18,330	50	11,743	107	32,658	21	6,428
Health and Personal Care Stores	152	7,604	91	3,330	246	16,861	47	4,089
Gasoline Stations	158	136,280	178	106,765	208	217,414	72	71,616
Clothing and Clothing Accessories Stores	491	56,073	550	39,339	1,049	156,304	156	9,639
Men's Clothing Stores	25	1,606	17	1,647	50	4,720	3	#
Women's Clothing Stores	64	8,979	89	4,850	191	24,295	15	820
Family Clothing Stores, Accessories, and Other Stores	256	31,408	325	24,218	535	90,848	95	6,902 #
Shoe Stores	51	8,573	43	5,958	115	19,182	11	1,247
Jewelry, Luggage, and Leather Goods Stores	95	5,507	76	2,666	158	17,259	32	671
Sporting Goods, Hobby, Book, and Music Stores	230	29,046	172	17,850	531	60,965	132	10,739
Sporting Goods Stores	90	9,010	51	6,387	214	24,008	51	4,546
Hobby, Toy and Musical Instrument Stores	56	12,108	55	6,743	119	20,738	29	2,338
Book, Periodical, and Music Stores	84	7,928	66	4,719	198	16,219	52	3,855
General Merchandise Stores	106	169,139	138	137,747	284	225,419	33	61,148
Miscellaneous Store Retailers	1,025	41,433	930	22,516	1,959	60,724	409	16,733
Florists	54	1,039	28	905	104	1,920	18	306
Office Supplies and Stationery Stores	21	7,831	10	4,615	51	13,484	6	2,430
Gift, Novelty, and Souvenir Stores	185	3,475	144	1,448	225	4,268	72	450
Used Merchandise Stores	107	1,011	212	1,179	204	3,818	42	931
Other Miscellaneous Store Retailers	658	28,078	536	14,369	1,375	37,233	271	12,618
Nonstore Retailers	1,361	7,258	1,341	3,017	5,729	20,646	563	3,142
Food Services and Drinking Places	1,038	125,805	809	86,342	1,836	253,522	415	48,900
Full-Service Restaurants	353	52,631	281	32,969	684	122,137	154	23,653 #
Limited-Service Eating Places	564	69,089	445	51,720	978	124,545	224	24,651
Special Food Services	85	1,427	57	932	139	4,861	25	#
Drinking Places (Alcoholic Beverages)	36	2,658	26	721	35	1,978	12	597
Total Retail and Food Services	6,239	959,141	5,559	701,269	14,113	1,720,087	2,371	375,096
All Other Outlets	3,210	419,966	2,568	292,827	8,106	605,931	1,477	271,789
Total All Outlets	9,449	1,379,106	8,127	994,096	22,219	2,326,018	3,848	646,885
Historical Data								
Comparable data for total all outlets:								
2005	11,197	1,590,083	8,924	961,797	24,347	2,633,881	4,076	678,773
2006	11,024	1,693,039	8,921	1,099,344	24,461	2,836,663	4,109	711,526
2007	10,873	1,717,742	8,940	1,150,387	24,047	2,924,699	4,099	742,734
2008	11,069	1,600,715	8,885	1,122,779	24,315	2,693,021	4,183	744,389
2009	9,873	1,370,129	8,134	961,094	22,008	2,280,585	3,813	668,551

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

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

TABLE 4. TAXABLE SALES IN THE 22 SMALLEST COUNTIES, BY TYPE OF BUSINESS, FIRST QUARTER 2010
(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	4,382	49	1,431	19	6,237
Home Furnishings and Appliance Stores	3	#	46	2,258	47	1,338	12	248
Bldg. Matrl. and Garden Equip. and Supplies	1	#	42	9,956	45	4,153	24	1,842
Food and Beverage Stores	6	86	44	6,295	50	6,761	23	2,179
Gasoline Stations	1	#	22	10,473	27	7,819	15	7,425
Clothing and Clothing Accessories Stores	1	#	43	1,009	44	631	12	115
General Merchandise Stores	--	#	13	#	13	1,209	5	101
Food Services and Drinking Places	7	399	122	6,893	117	6,467	53	4,449
Other Retail Group	22	1,137 #	564	17,258 #	611	7,293	129	3,381
Total Retail and Food Services	43	1,621	935	58,524	1,003	37,102	292	25,976
All Other Outlets	23	6,175	418	21,713	463	20,221	201	32,926
Totals All Outlets	66	7,796	1,353	80,237	1,466	57,322	493	58,902
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	15	2,009	39	4,394	23	4,316	67	8,144
Home Furnishings and Appliance Stores	14	503	9	201	17	925	49	2,791
Bldg. Matrl. and Garden Equip. and Supplies	19	4,833	32	2,245	23	3,434	53	7,671
Food and Beverage Stores	24	4,687	27	2,993	17	4,277	62	11,958
Gasoline Stations	7	4,522	18	10,008	28	17,299	18	11,986
Clothing and Clothing Accessories Stores	18	415	9	139	17	393	40	626
General Merchandise Stores	8	#	8	#	11	4,956	10	14,971
Food Services and Drinking Places	63	4,514	61	4,270	62	6,292	147	9,463
Other Retail Group	209	10,655 #	214	8,037 #	255	5,157	732	7,742
Total Retail and Food Services	377	32,139	417	32,288	453	47,050	1,178	75,352
All Other Outlets	182	12,680	233	24,833	228	18,802	530	26,507
Totals All Outlets	559	44,819	650	57,121	681	65,851	1,708	101,859
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	20	4,330	160	28,874	20	607	10	1,304
Home Furnishings and Appliance Stores	19	1,707	87	4,344	9	343	6	206
Bldg. Matrl. and Garden Equip. and Supplies	31	2,380	87	19,862	21	1,630	17	892
Food and Beverage Stores	19	2,003	114	22,430	24	3,031	12	910
Gasoline Stations	19	6,085	53	43,274	10	2,004	4	1,897
Clothing and Clothing Accessories Stores	12	465	154	2,990	15	221	4	91
General Merchandise Stores	5	#	41	#	1	#	1	#
Food Services and Drinking Places	45	3,721	248	20,797	42	1,804	35	1,012
Other Retail Group	178	10,588 #	952	32,034 #	259	2,241 #	92	1,517 #
Total Retail and Food Services	348	31,278	1,896	174,606	401	11,881	181	7,828
All Other Outlets	216	14,824	896	85,324	222	14,559	116	6,993
Totals All Outlets	564	46,102	2,792	259,930	623	26,440	297	14,821
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	12	334	26	1,773	52	8,448	2	#
Home Furnishings and Appliance Stores	17	560	34	519	37	859	3	#
Bldg. Matrl. and Garden Equip. and Supplies	20	1,518	42	2,137	31	3,616	8	441
Food and Beverage Stores	20	3,718	22	3,831	41	6,433	5	269
Gasoline Stations	13	3,980	19	3,877	16	10,812	4	365
Clothing and Clothing Accessories Stores	23	2,818	19	234	43	585	1	#
General Merchandise Stores	12	555	8	416	6	8,117	6	24
Food Services and Drinking Places	85	13,585	101	2,502	114	9,118	17	281
Other Retail Group	188	9,679	374	3,313	452	9,628	41	185 #
Total Retail and Food Services	390	36,747	645	18,602	792	57,615	87	1,565
All Other Outlets	191	22,371	299	12,245	412	31,279	29	1,828
Totals All Outlets	581	59,118	944	30,846	1,204	88,894	116	3,393

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

TABLE 4. TAXABLE SALES IN THE 22 SMALLEST COUNTIES, BY TYPE OF BUSINESS, FIRST QUARTER 2010
(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	53	4,747	109	27,116	66	19,978	12	338
Home Furnishings and Appliance Stores	49	1,770	70	7,192	30	1,525	7	192
Bldg. Matrl. and Garden Equip. and Supplies	85	5,115	58	27,007	55	9,624	17	1,301
Food and Beverage Stores	48	6,999	75	13,030	43	7,453	19	721
Gasoline Stations	35	18,913	41	23,815	31	30,819	17	3,798
Clothing and Clothing Accessories Stores	35	637	107	9,924	18	479	9	120
General Merchandise Stores	8	#	24	45,917	9	#	2	#
Food Services and Drinking Places	155	8,118	176	21,650	121	9,146	39	1,349
Other Retail Group	687	14,113 #	584	19,812	548	17,229 #	250	1,941 #
Total Retail and Food Services	1,155	60,413	1,244	195,464	921	96,253	372	9,761
All Other Outlets	607	28,693	636	70,218	458	24,170	169	4,117
Totals All Outlets	1,762	89,106	1,880	265,683	1,379	120,423	541	13,878
Type of business	TUOLUMNE		YUBA					
	Permits	Taxable transactions	Permits	Taxable transactions				
Retail and Food Services								
Motor Vehicle and Parts Dealers	58	8,063	63	7,033				
Home Furnishings and Appliance Stores	67	2,366	41	1,198				
Bldg. Matrl. and Garden Equip. and Supplies	56	7,448	47	3,249				
Food and Beverage Stores	45	8,064	56	5,540				
Gasoline Stations	27	13,816	27	18,412				
Clothing and Clothing Accessories Stores	80	3,652	54	490				
General Merchandise Stores	11	#	12	#				
Food Services and Drinking Places	139	11,104	116	8,337				
Other Retail Group	777	28,472 #	441	18,664 #				
Total Retail and Food Services	1,260	82,984	857	62,922				
All Other Outlets	621	28,823	363	29,502				
Totals All Outlets	1,881	111,807	1,220	92,424				

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

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

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, FIRST QUARTER 2010

(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	15	678	55	7,869	67	69,238	17	966
Home Furnishings and Appliance Stores	58	9,896	70	2,978	70	2,080	93	12,889
Bldg. Matrl. and Garden Equip. and Supplies	19	3,871	30	3,500	14	#	8	#
Food and Beverage Stores	16	3,124	69	13,411	50	7,918	16	5,329
Gasoline Stations	16	15,409	11	11,830	13	21,312	11	12,983
Clothing and Clothing Accessories Stores	42	991	91	5,508	79	3,353	74	#
General Merchandise Stores	18	36	16	#	45	46,217	20	#
Food Services and Drinking Places	63	11,234	223	22,124	211	32,637	69	10,998
Other Retail Group	282	5,912	782	19,719 #	474	32,644 #	368	32,844 #
Total Retail and Food Services	529	51,151	1,347	86,938	1,023	215,399	676	76,008
All Other Outlets	330	10,095	583	40,306	561	27,962	364	9,538
Totals All Outlets	859	61,246	1,930	127,244	1,584	243,361	1,040	85,546
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	370	89,861	50	23,962	34	2,713	33	#
Home Furnishings and Appliance Stores	325	42,754	51	3,577	34	5,425	88	2,348
Bldg. Matrl. and Garden Equip. and Supplies	174	79,238	25	14,060	17	14,635	19	1,641
Food and Beverage Stores	258	35,384	51	11,825	32	9,931	46	8,791
Gasoline Stations	89	98,439	28	18,936	13	15,614	12	15,590
Clothing and Clothing Accessories Stores	396	22,421	111	8,206	38	2,981	185	40,515
General Merchandise Stores	93	38,698	26	49,395	13	25,154	50	16,586
Food Services and Drinking Places	786	140,719	161	21,502	117	15,792	186	31,110
Other Retail Group	1,861	64,539	485	15,115	426	8,473	570	36,779 #
Total Retail and Food Services	4,352	612,054	988	166,580	724	100,718	1,189	153,359
All Other Outlets	3,545	425,426	416	18,065	271	6,140	626	25,975
Totals All Outlets	7,897	1,037,480	1,404	184,645	995	106,858	1,815	179,334
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	4,962	38	4,077	28	7,173	50	2,717
Home Furnishings and Appliance Stores	31	2,948	23	1,939	26	1,391	24	781
Bldg. Matrl. and Garden Equip. and Supplies	15	4,184	34	10,655	16	2,112	13	405
Food and Beverage Stores	17	3,868	21	7,830	18	3,750	41	3,955
Gasoline Stations	8	8,076	13	9,660	9	#	14	14,582
Clothing and Clothing Accessories Stores	25	2,562	22	649	40	906	43	2,772
General Merchandise Stores	4	#	8	3,283	1	#	21	#
Food Services and Drinking Places	57	6,985	72	6,879	64	6,018	106	9,524
Other Retail Group	260	18,532 #	336	6,110	314	41,788 #	217	31,280 #
Total Retail and Food Services	434	52,116	567	51,081	516	63,138	529	66,017
All Other Outlets	185	5,297	288	7,827	262	9,919	384	16,232
Totals All Outlets	619	57,413	855	58,908	778	73,057	913	82,249
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	161,159	48	5,872	36	5,553	28	5,933
Home Furnishings and Appliance Stores	263	40,283	38	929	11	1,324	21	5,399
Bldg. Matrl. and Garden Equip. and Supplies	126	66,169	28	13,222	5	4,900	14	#
Food and Beverage Stores	229	47,643	50	5,272	30	5,902	20	4,616
Gasoline Stations	119	115,585	15	15,128	28	53,014	7	7,997
Clothing and Clothing Accessories Stores	427	52,619	56	1,464	56	19,884	28	#
General Merchandise Stores	98	186,036	29	23,414	8	#	11	17,991
Food Services and Drinking Places	770	119,293	113	15,191	104	15,532	56	7,364
Other Retail Group	2,284	82,998	216	9,701	123	14,016 #	380	13,789 #
Total Retail and Food Services	4,622	871,786	593	90,192	401	120,124	565	63,087
All Other Outlets	2,096	219,520	430	22,043	134	5,601	132	6,168
Totals All Outlets	6,718	1,091,306	1,023	112,235	535	125,726	697	69,255

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

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, FIRST QUARTER 2010
(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	100	18,521	25	1,541	41	26,336	17	62,956
Home Furnishings and Appliance Stores	60	1,642	30	1,636	147	16,043	86	10,599
Bldg. Matrl. and Garden Equip. and Supplies	16	1,132	18	3,077	53	17,561	14	1,247
Food and Beverage Stores	55	6,852	11	3,951	116	19,726	30	4,323
Gasoline Stations	20	21,272	16	14,330	27	18,657	7	7,381
Clothing and Clothing Accessories Stores	54	1,503	38	355	244	11,818	378	129,635
General Merchandise Stores	25	5,196	8	#	51	1,902	30	52,910
Food Services and Drinking Places	150	12,951	70	6,729	509	55,411	209	65,365
Other Retail Group	385	5,767	364	9,336 #	1,792	57,445	841	37,044
Total Retail and Food Services	865	74,835	580	40,955	2,980	224,899	1,612	371,461
All Other Outlets	403	16,186	387	80,801	1,221	67,868	849	84,985
Totals All Outlets	1,268	91,021	967	121,756	4,201	292,766	2,461	456,446
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	54	5,415	39	8,560	46	106,499	96	34,173
Home Furnishings and Appliance Stores	90	10,762	48	8,748	82	139,020	195	91,139
Bldg. Matrl. and Garden Equip. and Supplies	21	21,983	18	12,010	25	#	51	37,548
Food and Beverage Stores	32	7,571	26	9,372	53	9,250	96	21,952
Gasoline Stations	10	17,548	19	18,723	19	14,884	33	33,084
Clothing and Clothing Accessories Stores	182	52,465	73	8,629	96	8,788	241	22,033
General Merchandise Stores	25	41,999	8	#	30	25,837	52	67,274
Food Services and Drinking Places	158	39,146	111	16,050	198	34,292	373	71,141
Other Retail Group	432	29,973	293	14,153 #	477	20,648 #	990	71,100
Total Retail and Food Services	1,004	226,863	635	96,245	1,026	359,217	2,127	449,442
All Other Outlets	842	84,416	284	13,340	671	64,673	1,560	136,090
Totals All Outlets	1,846	311,278	919	109,585	1,697	423,890	3,687	585,531
Type of business	BURLINGAME		CALABASAS		CALEXICO		CAMARILLO	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	38	48,498	11	32,799	44	7,876	41	13,747
Home Furnishings and Appliance Stores	56	3,578	30	1,339	44	786	67	7,002
Bldg. Matrl. and Garden Equip. and Supplies	24	2,806	5	#	29	358	28	16,932
Food and Beverage Stores	35	4,819	12	5,846	24	3,176	51	10,184
Gasoline Stations	13	8,009	7	7,630	17	14,334	21	25,697
Clothing and Clothing Accessories Stores	94	9,759	80	3,338	210	7,920	160	60,308
General Merchandise Stores	8	7	10	#	42	#	20	17,329
Food Services and Drinking Places	133	21,897	45	9,197	74	8,891	165	27,531
Other Retail Group	305	13,095	229	7,865 #	723	29,947 #	690	19,743
Total Retail and Food Services	706	112,468	429	68,013	1,207	73,288	1,243	198,474
All Other Outlets	653	43,210	289	48,815	240	3,769	935	50,859
Totals All Outlets	1,359	155,679	718	116,828	1,447	77,057	2,178	249,333
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	63	5,857	7	10,524	56	116,552	84	47,958
Home Furnishings and Appliance Stores	80	22,298	22	3,712	160	15,312	50	27,923
Bldg. Matrl. and Garden Equip. and Supplies	35	22,382	7	3,499	33	2,778	36	16,764
Food and Beverage Stores	32	8,202	18	7,008	53	18,275	62	10,225
Gasoline Stations	17	16,729	6	5,791	27	28,804	38	24,665
Clothing and Clothing Accessories Stores	66	8,381	88	10,337	302	62,757	101	4,998
General Merchandise Stores	7	5,175	7	10,754	21	48,513	36	28,799
Food Services and Drinking Places	142	25,482	80	10,379	236	48,095	226	26,450
Other Retail Group	429	16,354	187	10,615	1,419	24,393	533	42,252
Total Retail and Food Services	871	130,861	422	72,620	2,307	365,479	1,166	230,034
All Other Outlets	752	31,800	124	6,150	1,388	120,212	997	104,880
Totals All Outlets	1,623	162,660	546	78,769	3,695	485,691	2,163	334,914

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

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, FIRST QUARTER 2010
(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	58	54,878	33	5,317	40	145,171	97	31,661
Home Furnishings and Appliance Stores	48	4,774	26	703	86	17,363	109	18,346
Bldg. Matrl. and Garden Equip. and Supplies	15	1,785	17	10,857	16	#	56	26,399
Food and Beverage Stores	35	8,199	31	5,210	22	3,238	63	19,972
Gasoline Stations	18	18,262	15	15,139	10	8,954	34	24,391
Clothing and Clothing Accessories Stores	38	2,198	29	1,118	137	48,648	158	17,687
General Merchandise Stores	12	7,972	9	18,030	20	40,943	29	56,516
Food Services and Drinking Places	120	13,095	82	9,322	147	28,615	307	37,728
Other Retail Group	305	7,376	176	6,010	420	35,512 #	857	34,757
Total Retail and Food Services	649	118,540	418	71,706	898	328,444	1,710	267,457
All Other Outlets	326	20,333	195	18,578	630	63,425	801	52,319
Totals All Outlets	975	138,873	613	90,284	1,528	391,869	2,511	319,776
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	84	13,694	27	3,198	174	45,026	55	10,271
Home Furnishings and Appliance Stores	94	4,226	60	8,583	194	35,674	69	10,721
Bldg. Matrl. and Garden Equip. and Supplies	37	8,166	14	#	67	23,433	19	13,553
Food and Beverage Stores	49	9,196	28	10,841	120	27,187	48	10,886
Gasoline Stations	21	24,128	12	19,302	53	59,396	20	15,200
Clothing and Clothing Accessories Stores	83	24,133	89	8,002	314	29,098	126	15,743
General Merchandise Stores	43	50,184	35	#	80	140,369	23	68,647
Food Services and Drinking Places	167	25,981	125	22,078	422	70,047	178	26,839
Other Retail Group	492	25,600	356	41,296 #	1,079	46,179	601	23,086
Total Retail and Food Services	1,070	185,309	746	113,298	2,503	476,408	1,139	194,946
All Other Outlets	1,089	118,678	295	13,233	1,399	50,298	356	14,668
Totals All Outlets	2,159	303,987	1,041	126,531	3,902	526,706	1,495	209,614
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	9	#	93	40,674	20	3,592	79	15,459
Home Furnishings and Appliance Stores	22	456	86	10,248	16	478	34	8,305
Bldg. Matrl. and Garden Equip. and Supplies	9	600	30	24,157	7	1,046	9	#
Food and Beverage Stores	22	5,198	46	17,376	27	9,435	45	9,573
Gasoline Stations	10	10,138	27	22,607	11	24,741	16	15,312
Clothing and Clothing Accessories Stores	65	1,167	112	11,375	26	1,608	29	2,457
General Merchandise Stores	13	124	23	61,182	1	#	12	#
Food Services and Drinking Places	92	11,164	227	32,438	59	6,291	109	11,674
Other Retail Group	300	20,366 #	597	27,396	86	2,347 #	200	20,761 #
Total Retail and Food Services	542	49,213	1,241	247,453	253	49,539	533	83,540
All Other Outlets	227	6,415	631	29,072	86	15,295	306	27,519
Totals All Outlets	769	55,629	1,872	276,525	339	64,834	839	111,059
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	27	5,024	86	6,043	118	94,492	198	53,595
Home Furnishings and Appliance Stores	36	2,885	58	8,957	141	34,085	194	20,950
Bldg. Matrl. and Garden Equip. and Supplies	23	14,206	20	9,002	78	42,046	68	29,571
Food and Beverage Stores	25	1,939	105	10,942	92	20,053	77	20,757
Gasoline Stations	15	20,563	22	15,765	45	33,507	41	60,644
Clothing and Clothing Accessories Stores	117	25,389	182	8,467	176	26,461	203	18,327
General Merchandise Stores	15	23,928	67	9,462	41	59,444	52	72,846
Food Services and Drinking Places	81	12,457	169	14,119	302	37,980	324	50,947
Other Retail Group	132	7,345	583	9,110	806	38,244	1,133	28,498
Total Retail and Food Services	471	113,736	1,292	91,866	1,799	386,312	2,290	356,134
All Other Outlets	852	153,235	522	37,181	1,071	75,701	1,389	193,234
Totals All Outlets	1,323	266,971	1,814	129,046	2,870	462,014	3,679	549,368

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

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, FIRST QUARTER 2010

(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	9	20,533	274	110,440	65	24,851	43	19,244
Home Furnishings and Appliance Stores	19	8,478	449	61,550	61	#	130	33,433
Bldg. Matrl. and Garden Equip. and Supplies	7	1,837	120	24,308	17	#	41	7,417
Food and Beverage Stores	11	3,165	121	28,811	46	7,621	54	11,578
Gasoline Stations	3	#	43	45,841	13	11,891	16	16,988
Clothing and Clothing Accessories Stores	59	24,090	1,048	172,120	91	2,982	177	32,650
General Merchandise Stores	4	7,437	211	73,687	34	14,237	28	78,642
Food Services and Drinking Places	28	9,092	462	74,718	153	21,974	212	36,579
Other Retail Group	119	16,111 #	4,028	59,172	388	40,360 #	675	34,481
Total Retail and Food Services	259	90,743	6,756	650,646	868	123,914	1,376	271,011
All Other Outlets	165	14,942	2,434	126,336	550	13,590	680	53,578
Totals All Outlets	424	105,685	9,190	776,982	1,418	137,505	2,056	324,589
Type of business	CUPERTINO		CYPRESS		DALY CITY		DANA POINT	
	Permits	Taxable transactions						
Retail and Food Services								
Motor Vehicle and Parts Dealers	10	653	41	3,540	40	22,768	21	1,499
Home Furnishings and Appliance Stores	88	46,230	80	3,100	54	4,975	62	1,346
Bldg. Matrl. and Garden Equip. and Supplies	19	3,535	24	#	20	#	13	3,552
Food and Beverage Stores	39	7,871	33	4,681	52	9,781	24	8,013
Gasoline Stations	18	14,115	11	13,673	25	25,102	13	14,616
Clothing and Clothing Accessories Stores	84	6,337	184	3,119	117	19,461	77	1,821
General Merchandise Stores	28	23,204	77	38,247	19	23,247	17	331
Food Services and Drinking Places	149	26,903	138	15,575	190	34,878	106	19,029
Other Retail Group	702	8,977	1,396	67,569 #	400	28,104 #	464	7,957
Total Retail and Food Services	1,137	137,825	1,984	149,504	917	168,317	797	58,163
All Other Outlets	449	163,740	482	76,489	403	14,610	383	19,070
Totals All Outlets	1,586	301,565	2,466	225,992	1,320	182,927	1,180	77,233
Type of business	DANVILLE		DAVIS		DELANO		DIAMOND BAR	
	Permits	Taxable transactions						
Retail and Food Services								
Motor Vehicle and Parts Dealers	15	1,014	25	20,642	26	5,529	38	1,156
Home Furnishings and Appliance Stores	54	2,785	34	1,394	18	945	70	1,928
Bldg. Matrl. and Garden Equip. and Supplies	19	2,012	19	3,234	14	10,394	15	1,087
Food and Beverage Stores	15	6,639	31	9,576	48	8,054	28	3,484
Gasoline Stations	15	13,450	13	14,717	12	9,146	20	23,632
Clothing and Clothing Accessories Stores	76	5,314	58	1,937	30	1,305	54	495
General Merchandise Stores	9	#	5	#	15	6,836	24	8,301
Food Services and Drinking Places	105	14,595	150	21,410	59	5,639	118	11,085
Other Retail Group	499	34,387 #	441	19,202 #	102	2,356	313	4,348
Total Retail and Food Services	807	80,197	776	92,111	324	50,203	680	55,514
All Other Outlets	376	6,447	278	15,279	120	14,709	443	11,967
Totals All Outlets	1,183	86,644	1,054	107,389	444	64,912	1,123	67,482
Type of business	DIXON		DOWNEY		DUARTE		DUBLIN	
	Permits	Taxable transactions						
Retail and Food Services								
Motor Vehicle and Parts Dealers	17	8,674	87	40,054	21	38,530	43	76,641
Home Furnishings and Appliance Stores	11	152	93	17,578	14	#	70	25,895
Bldg. Matrl. and Garden Equip. and Supplies	11	842	23	15,342	8	1,009	22	12,272
Food and Beverage Stores	13	1,987	70	10,769	19	2,145	17	5,573
Gasoline Stations	11	10,510	29	32,331	3	#	16	20,372
Clothing and Clothing Accessories Stores	12	#	172	24,647	25	176	42	11,508
General Merchandise Stores	5	#	52	25,837	13	22,264	6	#
Food Services and Drinking Places	56	5,792	260	40,931	62	7,290	140	28,283
Other Retail Group	121	14,888 #	860	18,170	119	13,700 #	316	32,769 #
Total Retail and Food Services	257	42,845	1,646	225,658	284	85,115	672	213,313
All Other Outlets	119	44,539	638	41,172	151	7,759	332	36,922
Totals All Outlets	376	87,384	2,284	266,830	435	92,874	1,004	250,235

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

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, FIRST QUARTER 2010
(Taxable transactions in thousands of dollars)

Type of business	EL CAJON		EL CENTRO		EL CERRITO		EL MONTE	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	121	79,464	49	19,405	13	#	162	111,651
Home Furnishings and Appliance Stores	87	18,906	24	7,867	27	2,828	91	5,827
Bldg. Matrl. and Garden Equip. and Supplies	49	33,271	30	14,059	10	4,213	37	19,681
Food and Beverage Stores	88	15,870	30	5,903	16	5,241	117	8,685
Gasoline Stations	53	42,069	16	12,061	6	4,170	24	20,589
Clothing and Clothing Accessories Stores	157	19,377	89	21,547	41	5,839	142	4,041
General Merchandise Stores	27	32,783	21	49,735	7	803	58	13,733
Food Services and Drinking Places	226	31,133	117	20,982	70	7,532	229	17,188
Other Retail Group	589	28,385	162	9,147	237	25,434 #	410	8,792
Total Retail and Food Services	1,397	301,259	538	160,707	427	56,060	1,270	210,186
All Other Outlets	839	87,214	348	27,015	146	3,970	820	39,475
Totals All Outlets	2,236	388,472	886	187,722	573	60,030	2,090	249,662
Type of business	EL SEGUNDO		ELK GROVE		EMERYVILLE		ENCINITAS	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	16	994	75	70,611	9	680	34	22,452
Home Furnishings and Appliance Stores	48	10,121	101	17,812	42	36,092	100	12,547
Bldg. Matrl. and Garden Equip. and Supplies	9	2,473	32	13,708	6	#	54	20,060
Food and Beverage Stores	13	5,732	49	19,672	21	4,562	53	16,845
Gasoline Stations	10	25,764	28	33,596	4	4,726	23	27,043
Clothing and Clothing Accessories Stores	63	6,728	152	13,092	59	16,709	156	7,865
General Merchandise Stores	10	#	25	34,332	2	#	16	#
Food Services and Drinking Places	148	25,557	229	38,093	105	17,224	203	31,985
Other Retail Group	239	17,157 #	932	30,957	188	31,382 #	1,175	43,087 #
Total Retail and Food Services	556	94,526	1,623	271,874	436	111,375	1,814	181,884
All Other Outlets	452	120,325	595	28,475	288	28,752	827	21,157
Totals All Outlets	1,008	214,851	2,218	300,348	724	140,126	2,641	203,041
Type of business	ESCONDIDO		EUREKA		FAIRFIELD		FOLSOM	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	179	123,630	55	24,904	70	31,114	33	60,338
Home Furnishings and Appliance Stores	129	7,243	51	6,133	72	13,077	98	12,936
Bldg. Matrl. and Garden Equip. and Supplies	67	40,443	39	12,001	30	11,433	24	17,870
Food and Beverage Stores	116	28,110	29	9,011	67	13,382	41	14,042
Gasoline Stations	42	58,134	20	9,720	33	35,526	20	16,881
Clothing and Clothing Accessories Stores	262	35,075	72	7,775	128	15,457	142	25,177
General Merchandise Stores	31	27,925	24	36,367	33	47,971	23	55,059
Food Services and Drinking Places	313	40,833	140	14,567	209	31,232	208	30,340
Other Retail Group	1,170	33,062	455	17,946	632	17,212	691	27,456
Total Retail and Food Services	2,309	394,456	885	138,425	1,274	216,405	1,280	260,100
All Other Outlets	1,260	91,923	389	27,656	643	67,836	528	39,263
Totals All Outlets	3,569	486,378	1,274	166,081	1,917	284,241	1,808	299,363
Type of business	FONTANA		FOUNTAIN VALLEY		FREMONT		FRESNO	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	192	86,764	43	10,240	143	100,746	593	173,401
Home Furnishings and Appliance Stores	113	4,673	108	28,293	280	34,041	478	66,322
Bldg. Matrl. and Garden Equip. and Supplies	58	25,904	21	3,699	52	31,187	174	74,541
Food and Beverage Stores	107	24,128	54	8,123	117	19,271	457	80,505
Gasoline Stations	58	69,318	30	29,792	50	53,394	174	119,073
Clothing and Clothing Accessories Stores	288	11,154	64	4,179	144	9,770	760	76,158
General Merchandise Stores	79	56,085	14	50,717	56	53,262	134	181,971
Food Services and Drinking Places	282	42,754	162	21,159	410	48,862	1,213	158,642
Other Retail Group	1,578	37,096	447	21,110	1,358	70,448	2,670	125,610
Total Retail and Food Services	2,755	357,876	943	177,312	2,610	420,980	6,653	1,056,222
All Other Outlets	894	106,081	637	24,618	2,034	178,648	3,820	273,514
Totals All Outlets	3,649	463,957	1,580	201,930	4,644	599,628	10,473	1,329,735

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

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, FIRST QUARTER 2010

(Taxable transactions in thousands of dollars)

Type of business	FULLERTON		GARDEN GROVE		GARDENA		GILROY	
	Permits	Taxable transactions						
Retail and Food Services								
Motor Vehicle and Parts Dealers	158	31,005	157	48,494	106	14,807	69	25,500
Home Furnishings and Appliance Stores	114	14,046	169	5,856	66	4,330	64	11,703
Bldg. Matrl. and Garden Equip. and Supplies	32	11,407	56	19,182	30	13,916	24	13,976
Food and Beverage Stores	98	18,824	152	16,113	73	10,942	54	6,840
Gasoline Stations	33	42,210	39	54,155	16	19,689	21	24,708
Clothing and Clothing Accessories Stores	190	13,695	157	7,830	118	1,032	164	43,159
General Merchandise Stores	51	51,188	51	41,535	40	16,552	19	38,786
Food Services and Drinking Places	326	47,770	457	49,953	251	23,661	137	21,615
Other Retail Group	859	33,614	929	52,141	516	8,177	373	14,025
Total Retail and Food Services	1,861	263,758	2,167	295,259	1,216	113,104	925	200,311
All Other Outlets	1,337	79,864	1,359	47,498	927	37,603	429	27,747
Totals All Outlets	3,198	343,622	3,526	342,757	2,143	150,707	1,354	228,057

Type of business	GLENDALE		GLENDDORA		GOLETA		GRASS VALLEY	
	Permits	Taxable transactions						
Retail and Food Services								
Motor Vehicle and Parts Dealers	185	102,502	68	22,647	33	16,104	41	9,211
Home Furnishings and Appliance Stores	254	15,432	61	9,489	42	14,131	37	3,578
Bldg. Matrl. and Garden Equip. and Supplies	59	20,645	28	#	23	17,007	25	9,842
Food and Beverage Stores	205	29,454	27	7,438	40	7,622	22	10,848
Gasoline Stations	36	39,252	11	9,738	12	13,310	12	11,964
Clothing and Clothing Accessories Stores	449	74,159	94	2,352	34	832	49	1,407
General Merchandise Stores	97	42,940	66	27,708	7	22,810	14	8,058
Food Services and Drinking Places	515	63,633	119	15,752	97	15,338	95	10,284
Other Retail Group	1,622	43,896	705	24,651 #	418	10,826	287	13,053
Total Retail and Food Services	3,422	431,913	1,179	119,775	706	117,981	582	78,243
All Other Outlets	1,801	103,328	436	17,929	501	33,366	285	14,050
Totals All Outlets	5,223	535,240	1,615	137,704	1,207	151,347	867	92,294

Type of business	HANFORD		HAWTHORNE		HAYWARD		HEALDSBURG	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	44	20,730	81	43,054	193	40,931	15	11,884
Home Furnishings and Appliance Stores	40	3,048	50	16,452	141	10,091	19	621
Bldg. Matrl. and Garden Equip. and Supplies	22	15,212	24	27,551	70	37,492	18	5,549
Food and Beverage Stores	40	9,520	59	7,408	107	16,536	32	4,250
Gasoline Stations	16	11,938	16	18,041	42	45,074	7	5,339
Clothing and Clothing Accessories Stores	93	10,362	73	7,528	171	20,326	37	1,591
General Merchandise Stores	16	31,088	25	47,017	65	64,045	4	617
Food Services and Drinking Places	138	17,970	168	17,458	376	36,631	51	7,018
Other Retail Group	313	11,698	318	15,888	901	27,182	226	3,853
Total Retail and Food Services	722	131,567	814	200,396	2,066	298,309	409	40,723
All Other Outlets	313	20,353	447	24,466	1,688	217,507	271	18,092
Totals All Outlets	1,035	151,920	1,261	224,862	3,754	515,817	680	58,815

Type of business	HEMET		HERMOSA BEACH		HESPERIA		HOLLISTER	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	61	46,684	12	3,550	128	10,387	35	8,173
Home Furnishings and Appliance Stores	57	3,276	21	1,696	65	1,550	22	479
Bldg. Matrl. and Garden Equip. and Supplies	18	16,450	7	2,695	32	3,969	17	3,218
Food and Beverage Stores	49	9,355	22	4,833	49	11,424	24	5,884
Gasoline Stations	27	22,765	2	#	34	38,706	14	10,071
Clothing and Clothing Accessories Stores	61	7,934	82	905	37	257	29	281
General Merchandise Stores	33	28,069	12	#	23	12,415	6	7,861
Food Services and Drinking Places	180	22,497	121	16,935	121	17,552	82	7,181
Other Retail Group	434	13,089	348	8,621 #	473	6,089	208	3,689
Total Retail and Food Services	920	170,119	627	39,235	962	102,349	437	46,837
All Other Outlets	381	17,205	229	2,518	475	24,625	255	9,616
Totals All Outlets	1,301	187,324	856	41,753	1,437	126,974	692	56,453

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

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, FIRST QUARTER 2010

(Taxable transactions in thousands of dollars)

Type of business	HUNTINGTON BEACH		HUNTINGTON PARK		INDIO		INDUSTRY	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	199	78,788	43	23,129	79	34,699	99	50,237
Home Furnishings and Appliance Stores	246	17,783	50	6,616	75	10,440	169	70,399
Bldg. Matrl. and Garden Equip. and Supplies	86	30,809	14	#	44	11,826	46	19,239
Food and Beverage Stores	134	33,496	86	6,015	48	10,460	47	3,356
Gasoline Stations	54	48,896	6	7,176	12	14,634	17	18,717
Clothing and Clothing Accessories Stores	411	20,137	225	9,767	169	5,761	362	16,729
General Merchandise Stores	141	36,902	49	7,912	43	8,677	193	54,924
Food Services and Drinking Places	498	72,996	195	16,117	178	17,508	149	27,789
Other Retail Group	2,522	53,245	365	20,507 #	1,077	10,199	2,000	16,815
Total Retail and Food Services	4,291	393,053	1,033	97,241	1,725	124,203	3,082	278,204
All Other Outlets	2,229	136,662	394	20,799	414	22,794	1,284	277,692
Totals All Outlets	6,520	529,715	1,427	118,040	2,139	146,997	4,366	555,896

Type of business	INGLEWOOD		IRVINE		LA HABRA		LA MESA	
	Permits	Taxable transactions						
Retail and Food Services								
Motor Vehicle and Parts Dealers	93	27,980	128	111,551	68	6,565	49	41,958
Home Furnishings and Appliance Stores	62	2,793	513	64,150	45	6,252	75	8,531
Bldg. Matrl. and Garden Equip. and Supplies	22	#	73	17,179	35	16,530	17	4,838
Food and Beverage Stores	101	12,643	100	29,330	61	10,436	46	12,151
Gasoline Stations	24	20,024	40	47,935	20	14,330	19	18,738
Clothing and Clothing Accessories Stores	212	16,698	362	37,597	44	5,784	100	10,543
General Merchandise Stores	56	30,167	68	60,845	26	53,559	15	47,667
Food Services and Drinking Places	265	24,184	575	110,112	163	19,577	175	30,323
Other Retail Group	662	32,262 #	1,714	70,239	331	10,819	535	23,033
Total Retail and Food Services	1,497	166,751	3,573	548,939	793	143,851	1,031	197,783
All Other Outlets	505	43,811	2,961	330,054	486	23,093	496	13,721
Totals All Outlets	2,002	210,562	6,534	878,993	1,279	166,944	1,527	211,504

Type of business	LA MIRADA		LA PUENTE		LA QUINTA		LA VERNE	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	20	3,451	59	8,222	14	10,063	22	762
Home Furnishings and Appliance Stores	38	#	53	2,620	42	11,384	28	3,940
Bldg. Matrl. and Garden Equip. and Supplies	14	11,017	16	1,706	15	16,625	9	#
Food and Beverage Stores	24	4,313	52	5,434	19	12,489	16	3,670
Gasoline Stations	14	25,837	8	7,284	4	7,156	9	11,187
Clothing and Clothing Accessories Stores	36	2,685	133	2,917	63	6,509	39	3,352
General Merchandise Stores	10	1,785	74	1,337	11	54,534	21	11,558
Food Services and Drinking Places	107	12,085	117	8,315	97	25,009	79	11,165
Other Retail Group	308	70,532 #	582	4,516	515	11,786	234	10,818 #
Total Retail and Food Services	571	131,705	1,094	42,352	780	155,555	457	56,452
All Other Outlets	367	46,339	237	4,075	314	21,996	286	16,573
Totals All Outlets	938	178,044	1,331	46,427	1,094	177,551	743	73,025

Type of business	LAGUNA BEACH		LAGUNA HILLS		LAGUNA NIGUEL		LAKE ELSINORE	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	11	1,291	36	4,193	35	29,214	55	17,554
Home Furnishings and Appliance Stores	76	845	101	11,955	116	6,166	42	2,204
Bldg. Matrl. and Garden Equip. and Supplies	25	2,797	23	1,073	28	10,961	11	11,293
Food and Beverage Stores	22	5,455	29	4,051	31	12,826	35	7,646
Gasoline Stations	8	4,450	10	9,157	10	12,979	18	23,410
Clothing and Clothing Accessories Stores	164	4,711	104	11,623	101	6,614	91	8,498
General Merchandise Stores	21	125	20	15,221	25	61,812	20	31,551
Food Services and Drinking Places	109	24,485	97	19,883	121	19,804	119	15,655
Other Retail Group	808	10,263	409	10,300	631	13,144	392	8,982
Total Retail and Food Services	1,244	54,421	829	87,456	1,098	173,519	783	126,792
All Other Outlets	431	14,435	514	22,451	600	27,920	329	14,076
Totals All Outlets	1,675	68,856	1,343	109,907	1,698	201,439	1,112	140,869

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

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, FIRST QUARTER 2010

(Taxable transactions in thousands of dollars)

Type of business	LAKE FOREST		LAKEWOOD		LANCASTER		LAWNDALE	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	70	19,107	35	22,437	132	39,734	39	5,450
Home Furnishings and Appliance Stores	155	9,237	48	11,961	100	4,626	34	1,800
Bldg. Matrl. and Garden Equip. and Supplies	34	20,638	20	13,088	41	19,233	8	5,135
Food and Beverage Stores	52	12,378	57	9,970	72	14,643	29	2,943
Gasoline Stations	23	28,475	20	25,427	33	31,922	11	14,173
Clothing and Clothing Accessories Stores	99	5,450	140	23,655	169	7,994	19	867
General Merchandise Stores	22	16,232	41	59,459	50	63,129	10	#
Food Services and Drinking Places	229	33,327	184	34,852	283	35,463	67	7,303
Other Retail Group	682	32,074	575	16,637	771	19,997	151	5,239 #
Total Retail and Food Services	1,366	176,918	1,120	217,485	1,651	236,742	368	42,910
All Other Outlets	896	70,950	266	10,457	845	73,908	183	5,802
Totals All Outlets	2,262	247,868	1,386	227,942	2,496	310,650	551	48,712
Type of business	LEMON GROVE		LINCOLN		LIVERMORE		LODI	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	25	15,498	21	1,856	81	30,288	101	17,655
Home Furnishings and Appliance Stores	18	978	23	497	92	6,340	60	3,439
Bldg. Matrl. and Garden Equip. and Supplies	12	#	13	7,561	51	19,239	31	13,250
Food and Beverage Stores	18	5,222	16	5,767	54	11,461	62	9,793
Gasoline Stations	12	9,663	6	5,879	34	33,331	26	19,644
Clothing and Clothing Accessories Stores	25	1,943	31	1,981	60	2,701	65	4,385
General Merchandise Stores	5	#	6	#	21	41,766	12	24,537
Food Services and Drinking Places	55	7,354	66	7,886	206	27,054	166	18,048
Other Retail Group	156	25,213 #	263	8,690 #	640	16,583	479	11,462
Total Retail and Food Services	326	65,871	445	40,117	1,239	188,762	1,002	122,213
All Other Outlets	166	8,796	198	11,015	938	177,831	518	26,422
Totals All Outlets	492	74,667	643	51,133	2,177	366,593	1,520	148,635
Type of business	LOMPOC		LONG BEACH		LOS ALTOS		LOS ANGELES	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	24	7,880	321	56,914	2	#	2,872	677,940
Home Furnishings and Appliance Stores	22	1,579	326	17,424	56	1,878	4,113	368,014
Bldg. Matrl. and Garden Equip. and Supplies	13	7,047	102	#	10	1,905	1,206	412,271
Food and Beverage Stores	43	9,659	452	59,158	25	7,014	3,498	493,977
Gasoline Stations	10	8,838	112	124,807	8	8,846	832	962,329
Clothing and Clothing Accessories Stores	23	2,158	536	35,237	73	3,041	9,449	565,014
General Merchandise Stores	6	#	329	68,888	3	#	2,081	551,216
Food Services and Drinking Places	87	8,883	1,098	157,908	76	9,751	10,318	1,354,413
Other Retail Group	301	14,122 #	3,357	323,874 #	421	6,053 #	28,823	814,208
Total Retail and Food Services	529	60,168	6,633	844,210	674	38,488	63,192	6,199,381
All Other Outlets	241	11,291	2,426	249,953	353	3,250	34,755	1,899,725
Totals All Outlets	770	71,459	9,059	1,094,163	1,027	41,738	97,947	8,099,106
Type of business	LOS BANOS		LOS GATOS		LYNWOOD		MADERA	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	25	3,196	25	14,150	47	3,650	51	12,120
Home Furnishings and Appliance Stores	24	711	71	3,690	47	1,379	33	2,040
Bldg. Matrl. and Garden Equip. and Supplies	9	6,468	18	3,250	17	#	19	9,992
Food and Beverage Stores	18	5,793	36	10,330	69	8,120	47	10,948
Gasoline Stations	13	10,668	11	10,764	10	15,241	24	7,850
Clothing and Clothing Accessories Stores	22	868	86	6,564	98	3,449	80	1,996
General Merchandise Stores	12	13,675	9	206	22	2,483	20	#
Food Services and Drinking Places	75	8,870	118	20,356	137	13,135	128	12,001
Other Retail Group	149	3,957	475	14,832	315	9,766 #	288	21,568 #
Total Retail and Food Services	347	54,206	849	84,143	762	57,223	690	78,516
All Other Outlets	150	6,539	469	94,600	267	11,678	309	28,390
Totals All Outlets	497	60,745	1,318	178,743	1,029	68,901	999	106,906

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

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, FIRST QUARTER 2010

(Taxable transactions in thousands of dollars)

Type of business	MALIBU		MANHATTAN BEACH		MANTECA		MARTINEZ	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	4	#	13	#	55	20,521	23	1,571
Home Furnishings and Appliance Stores	23	789	53	#	40	5,659	26	520
Bldg. Matrl. and Garden Equip. and Supplies	12	1,929	6	357	19	10,550	13	12,078
Food and Beverage Stores	13	4,827	30	11,872	47	7,285	19	6,163
Gasoline Stations	9	6,006	6	6,997	31	17,199	17	9,947
Clothing and Clothing Accessories Stores	91	7,294	120	15,356	49	5,907	27	696
General Merchandise Stores	10	555	16	22,448	9	37,184	5	#
Food Services and Drinking Places	55	15,702	141	34,808	148	18,660	89	7,159
Other Retail Group	240	6,527 #	437	47,560 #	313	16,152	358	17,468 #
Total Retail and Food Services	457	43,631	822	139,399	711	139,119	577	55,603
All Other Outlets	212	4,840	341	16,876	337	26,707	282	36,673
Totals All Outlets	669	48,471	1,163	156,275	1,048	165,826	859	92,276
Type of business	MENIFEE		MENLO PARK		MERCED		MILPITAS	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	27	3,612	5	#	73	28,959	28	26,757
Home Furnishings and Appliance Stores	25	#	67	4,606	52	6,770	91	23,146
Bldg. Matrl. and Garden Equip. and Supplies	24	#	13	2,305	20	15,980	17	10,973
Food and Beverage Stores	18	9,249	28	11,931	53	10,243	52	8,169
Gasoline Stations	12	14,264	13	11,550	24	18,648	20	19,044
Clothing and Clothing Accessories Stores	34	6,418	66	3,519	100	7,413	158	49,767
General Merchandise Stores	8	12,057	2	#	17	42,350	27	22,140
Food Services and Drinking Places	56	11,244	105	15,781	173	22,154	282	44,808
Other Retail Group	308	19,601 #	369	32,501 #	382	15,548	434	17,885
Total Retail and Food Services	512	76,445	668	82,192	894	168,066	1,109	222,689
All Other Outlets	196	8,375	456	37,701	427	29,411	704	102,272
Totals All Outlets	708	84,820	1,124	119,893	1,321	197,476	1,813	324,961
Type of business	MISSION VIEJO		MODESTO		MONROVIA		MONTCLAIR	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	78	41,856	167	29,616	37	43,807	107	47,638
Home Furnishings and Appliance Stores	180	22,231	200	26,765	52	10,229	76	10,618
Bldg. Matrl. and Garden Equip. and Supplies	37	11,037	54	30,000	19	#	21	3,477
Food and Beverage Stores	49	13,480	163	33,978	28	6,998	35	2,951
Gasoline Stations	24	31,854	55	37,161	7	10,356	9	7,813
Clothing and Clothing Accessories Stores	204	36,568	255	42,779	91	6,286	200	27,684
General Merchandise Stores	33	28,430	47	86,156	37	4,711	66	43,956
Food Services and Drinking Places	209	29,185	472	67,547	106	16,848	112	17,576
Other Retail Group	854	29,886	1,104	53,324	457	29,791 #	768	14,366
Total Retail and Food Services	1,668	244,528	2,517	407,327	834	129,026	1,394	176,080
All Other Outlets	803	42,338	1,161	120,676	461	28,337	396	21,794
Totals All Outlets	2,471	286,866	3,678	528,003	1,295	157,363	1,790	197,874
Type of business	MONTEBELLO		MONTEREY		MONTEREY PARK		MOORPARK	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	56	10,742	27	6,450	33	#	15	2,599
Home Furnishings and Appliance Stores	48	9,085	59	4,477	51	903	20	3,756
Bldg. Matrl. and Garden Equip. and Supplies	18	13,099	15	1,568	13	577	14	1,548
Food and Beverage Stores	55	6,934	43	7,262	54	5,882	23	4,230
Gasoline Stations	20	23,824	9	11,169	10	10,566	8	10,198
Clothing and Clothing Accessories Stores	118	22,935	86	6,830	83	3,183	20	2,539
General Merchandise Stores	40	27,539	12	#	50	798	7	10,345
Food Services and Drinking Places	175	21,070	188	30,897	145	21,396	78	8,931
Other Retail Group	363	13,298	526	30,242 #	544	21,536 #	254	9,378
Total Retail and Food Services	893	148,526	965	98,895	983	64,841	439	53,524
All Other Outlets	512	54,383	468	29,023	440	20,337	316	14,920
Totals All Outlets	1,405	202,909	1,433	127,918	1,423	85,178	755	68,444

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

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, FIRST QUARTER 2010

(Taxable transactions in thousands of dollars)

Type of business	MORENO VALLEY		MORGAN HILL		MOUNTAIN VIEW		MURRIETA	
	Permits	Taxable transactions						
Retail and Food Services								
Motor Vehicle and Parts Dealers	88	29,525	25	12,416	46	25,943	83	13,460
Home Furnishings and Appliance Stores	90	5,677	42	1,880	104	19,535	107	21,131
Bldg. Matrl. and Garden Equip. and Supplies	36	20,908	23	8,141	32	6,820	33	18,127
Food and Beverage Stores	74	19,299	28	5,586	64	15,284	38	11,582
Gasoline Stations	37	37,557	14	17,808	22	26,588	27	28,160
Clothing and Clothing Accessories Stores	190	16,845	37	3,859	69	6,603	97	6,083
General Merchandise Stores	43	51,616	9	9,330	13	49,106	23	42,161
Food Services and Drinking Places	252	37,784	116	14,324	277	38,694	163	22,793
Other Retail Group	723	15,018	337	7,980	583	29,028	693	19,607
Total Retail and Food Services	1,533	234,228	631	81,325	1,210	217,601	1,264	183,105
All Other Outlets	467	16,855	486	21,700	883	104,388	626	28,535
Totals All Outlets	2,000	251,083	1,117	103,025	2,093	321,989	1,890	211,640
Type of business	NAPA		NATIONAL CITY		NEWARK		NEWPORT BEACH	
	Permits	Taxable transactions						
Retail and Food Services								
Motor Vehicle and Parts Dealers	52	27,765	101	85,978	69	16,850	77	115,002
Home Furnishings and Appliance Stores	81	4,146	59	2,670	38	3,020	230	8,496
Bldg. Matrl. and Garden Equip. and Supplies	48	20,456	28	5,297	21	14,450	37	8,119
Food and Beverage Stores	121	17,536	76	7,200	33	6,227	77	21,750
Gasoline Stations	26	27,613	15	17,415	13	10,884	19	25,834
Clothing and Clothing Accessories Stores	100	13,530	203	29,447	106	12,995	330	35,195
General Merchandise Stores	19	25,115	27	32,115	17	18,096	28	33,680
Food Services and Drinking Places	202	29,749	193	29,359	158	17,383	358	82,088
Other Retail Group	772	22,559	504	15,124	247	40,384	1,220	28,920
Total Retail and Food Services	1,421	188,471	1,206	224,604	702	140,289	2,376	359,083
All Other Outlets	939	30,794	457	30,825	396	47,196	1,501	131,154
Totals All Outlets	2,360	219,265	1,663	255,429	1,098	187,484	3,877	490,237
Type of business	NORCO		NORWALK		NOVATO		OAKDALE	
	Permits	Taxable transactions						
Retail and Food Services								
Motor Vehicle and Parts Dealers	54	14,234	64	36,465	33	16,169	27	9,651
Home Furnishings and Appliance Stores	23	2,202	42	983	51	2,689	21	914
Bldg. Matrl. and Garden Equip. and Supplies	20	4,231	14	5,805	19	3,394	17	3,259
Food and Beverage Stores	25	4,813	62	9,534	32	9,949	21	4,349
Gasoline Stations	15	17,917	25	24,737	19	14,005	11	11,982
Clothing and Clothing Accessories Stores	25	707	93	4,709	60	7,820	16	237
General Merchandise Stores	4	#	38	42,183	8	32,752	6	#
Food Services and Drinking Places	90	11,792	189	21,164	124	15,763	55	5,859
Other Retail Group	253	13,966 #	534	10,416	589	19,905	151	7,524 #
Total Retail and Food Services	509	69,863	1,061	155,996	935	122,445	325	43,775
All Other Outlets	283	12,862	445	21,181	652	19,492	215	8,873
Totals All Outlets	792	82,725	1,506	177,176	1,587	141,937	540	52,649
Type of business	OAKLAND		OCEANSIDE		ONTARIO		ORANGE	
	Permits	Taxable transactions						
Retail and Food Services								
Motor Vehicle and Parts Dealers	257	74,481	117	25,937	239	163,839	208	80,241
Home Furnishings and Appliance Stores	286	29,786	131	19,277	235	69,259	218	23,266
Bldg. Matrl. and Garden Equip. and Supplies	118	34,491	45	26,598	115	29,663	74	38,535
Food and Beverage Stores	488	55,561	89	23,899	105	18,395	113	24,004
Gasoline Stations	119	107,270	46	46,007	76	102,001	48	49,237
Clothing and Clothing Accessories Stores	670	14,789	219	10,488	446	76,052	265	22,859
General Merchandise Stores	148	19,446	33	53,950	116	30,960	52	36,206
Food Services and Drinking Places	1,195	117,142	346	51,721	386	70,655	429	67,594
Other Retail Group	3,938	66,850	1,562	32,024	2,089	177,933	1,389	47,563
Total Retail and Food Services	7,219	519,817	2,588	289,901	3,807	738,757	2,796	389,506
All Other Outlets	3,058	232,068	1,168	48,147	1,997	406,381	1,916	209,996
Totals All Outlets	10,277	751,884	3,756	338,048	5,804	1,145,138	4,712	599,501

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

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, FIRST QUARTER 2010
(Taxable transactions in thousands of dollars)

Type of business	OROVILLE		OXNARD		PALM DESERT		PALM SPRINGS	
	Permits	Taxable transactions						
Retail and Food Services								
Motor Vehicle and Parts Dealers	32	7,262	114	77,989	52	4,702	38	#
Home Furnishings and Appliance Stores	32	1,194	111	32,189	153	25,288	67	2,626
Bldg. Matrl. and Garden Equip. and Supplies	20	#	37	22,331	51	15,488	22	20,235
Food and Beverage Stores	24	4,939	143	21,217	32	12,862	37	10,686
Gasoline Stations	15	10,540	48	46,687	12	16,336	19	24,583
Clothing and Clothing Accessories Stores	28	609	171	17,541	349	50,012	114	9,767
General Merchandise Stores	5	#	48	61,112	33	88,809	14	#
Food Services and Drinking Places	79	8,302	343	45,023	199	46,302	228	46,567
Other Retail Group	195	25,490 #	1,260	25,781	1,364	41,328	728	49,934 #
Total Retail and Food Services	430	58,336	2,275	349,871	2,245	301,129	1,267	164,399
All Other Outlets	218	9,939	1,248	95,968	732	46,891	533	60,684
Totals All Outlets	648	68,275	3,523	445,839	2,977	348,020	1,800	225,083
Type of business	PALMDALE		PALO ALTO		PARAMOUNT		PASADENA	
	Permits	Taxable transactions						
Retail and Food Services								
Motor Vehicle and Parts Dealers	77	38,346	19	31,871	63	4,827	120	78,926
Home Furnishings and Appliance Stores	109	20,231	120	38,604	76	838	302	43,770
Bldg. Matrl. and Garden Equip. and Supplies	39	20,402	36	4,676	29	16,636	77	17,061
Food and Beverage Stores	55	18,146	38	8,076	54	8,949	116	32,577
Gasoline Stations	30	32,066	14	14,864	11	17,194	28	31,239
Clothing and Clothing Accessories Stores	195	21,626	154	49,153	440	3,067	460	47,043
General Merchandise Stores	72	66,325	15	31,345	155	#	120	47,214
Food Services and Drinking Places	234	40,164	269	56,145	106	9,109	535	93,852
Other Retail Group	805	20,945	777	20,922	2,623	20,135 #	2,480	125,168
Total Retail and Food Services	1,616	278,252	1,442	255,658	3,557	80,756	4,238	516,850
All Other Outlets	591	31,216	792	111,112	739	47,315	1,535	105,373
Totals All Outlets	2,207	309,468	2,234	366,770	4,296	128,071	5,773	622,224
Type of business	PASO ROBLES		PERRIS		PETALUMA		PICO RIVERA	
	Permits	Taxable transactions						
Retail and Food Services								
Motor Vehicle and Parts Dealers	49	18,405	50	7,819	50	42,384	35	2,369
Home Furnishings and Appliance Stores	42	3,465	39	1,963	72	2,633	45	4,362
Bldg. Matrl. and Garden Equip. and Supplies	26	12,600	19	#	34	5,154	17	12,799
Food and Beverage Stores	37	6,547	41	11,301	50	14,127	56	8,061
Gasoline Stations	25	18,514	15	20,983	23	21,275	14	15,121
Clothing and Clothing Accessories Stores	41	3,995	70	803	86	10,874	78	6,426
General Merchandise Stores	14	23,974	14	#	7	6,944	28	29,853
Food Services and Drinking Places	131	16,395	90	11,136	186	18,907	154	20,310
Other Retail Group	414	10,148	330	27,288 #	815	19,463	702	6,992
Total Retail and Food Services	779	114,042	668	81,293	1,323	141,761	1,129	106,294
All Other Outlets	446	21,442	233	39,408	725	42,719	363	34,805
Totals All Outlets	1,225	135,484	901	120,701	2,048	184,480	1,492	141,099
Type of business	PINOLE		PITTSBURG		PLACENTIA		PLACERVILLE	
	Permits	Taxable transactions						
Retail and Food Services								
Motor Vehicle and Parts Dealers	14	2,053	44	16,827	46	11,304	16	11,057
Home Furnishings and Appliance Stores	18	#	24	5,368	48	3,195	24	1,786
Bldg. Matrl. and Garden Equip. and Supplies	5	3,747	15	#	12	851	13	#
Food and Beverage Stores	16	5,671	38	8,816	26	4,394	19	3,866
Gasoline Stations	9	7,333	12	11,927	11	13,348	7	5,475
Clothing and Clothing Accessories Stores	21	1,841	41	4,657	41	2,675	27	678
General Merchandise Stores	7	9,997	18	14,899	10	1,202	6	1,315
Food Services and Drinking Places	68	11,448	94	14,590	115	13,755	76	7,604
Other Retail Group	154	14,637 #	231	16,087 #	314	10,931	245	15,408 #
Total Retail and Food Services	312	56,726	517	93,171	623	61,656	433	47,190
All Other Outlets	130	3,064	274	23,308	522	31,388	153	9,967
Totals All Outlets	442	59,790	791	116,479	1,145	93,043	586	57,157

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

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, FIRST QUARTER 2010
(Taxable transactions in thousands of dollars)

Type of business	PLEASANT HILL		PLEASANTON		POMONA		PORTERVILLE	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	27	1,840	86	66,986	286	13,661	62	10,865
Home Furnishings and Appliance Stores	49	25,943	123	10,437	144	2,337	46	2,933
Bldg. Matrl. and Garden Equip. and Supplies	20	4,132	37	10,269	74	15,770	22	10,278
Food and Beverage Stores	24	7,546	50	11,908	131	16,402	27	6,100
Gasoline Stations	16	9,076	22	19,129	53	41,820	26	11,839
Clothing and Clothing Accessories Stores	35	7,166	194	35,222	298	3,048	80	2,509
General Merchandise Stores	10	16,419	30	46,563	125	10,810	19	23,556
Food Services and Drinking Places	110	19,249	251	32,637	346	26,227	103	12,239
Other Retail Group	314	17,829	963	21,143	1,779	22,061	312	6,368
Total Retail and Food Services	605	109,200	1,756	254,296	3,236	152,136	697	86,686
All Other Outlets	286	19,163	898	110,714	1,356	113,047	257	10,782
Totals All Outlets	891	128,363	2,654	365,010	4,592	265,183	954	97,468
Type of business	POWAY		RANCHO CORDOVA		RANCHO CUCAMONGA		RANCHO MIRAGE	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	40	29,763	149	10,559	138	9,352	10	14,562
Home Furnishings and Appliance Stores	51	3,013	95	12,672	142	31,539	36	10,657
Bldg. Matrl. and Garden Equip. and Supplies	24	11,360	39	18,284	64	21,103	6	#
Food and Beverage Stores	24	5,284	44	6,280	86	21,651	11	6,297
Gasoline Stations	15	13,665	26	19,789	43	43,244	4	4,298
Clothing and Clothing Accessories Stores	45	1,264	50	1,955	225	27,346	26	1,533
General Merchandise Stores	14	56,566	11	19,652	74	75,460	2	#
Food Services and Drinking Places	123	13,283	161	16,506	350	71,262	64	24,063
Other Retail Group	475	17,065	406	17,187	1,073	49,755	219	17,171 #
Total Retail and Food Services	811	151,263	981	122,883	2,195	350,711	378	78,581
All Other Outlets	618	52,406	614	53,819	1,319	100,817	149	21,637
Totals All Outlets	1,429	203,669	1,595	176,702	3,514	451,528	527	100,218
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	27	15,121	22	5,866	132	50,599	59	38,427
Home Furnishings and Appliance Stores	85	2,250	15	1,056	119	17,482	61	3,747
Bldg. Matrl. and Garden Equip. and Supplies	19	#	18	#	81	30,522	31	21,895
Food and Beverage Stores	14	6,404	11	4,262	57	20,869	43	14,253
Gasoline Stations	6	9,778	16	10,757	52	37,437	17	18,088
Clothing and Clothing Accessories Stores	75	2,275	10	249	92	12,185	90	7,037
General Merchandise Stores	15	12,676	2	#	21	56,007	27	17,598
Food Services and Drinking Places	72	13,549	67	6,615	295	35,713	195	26,428
Other Retail Group	390	18,217 #	172	20,369 #	967	36,813	813	18,421
Total Retail and Food Services	703	80,270	333	49,175	1,816	297,627	1,336	165,895
All Other Outlets	403	17,352	195	6,422	1,084	68,458	515	25,563
Totals All Outlets	1,106	97,622	528	55,597	2,900	366,085	1,851	191,458
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	34	11,703	61	65,485	93	6,113	91	31,937
Home Furnishings and Appliance Stores	88	4,785	87	14,055	39	1,086	56	3,820
Bldg. Matrl. and Garden Equip. and Supplies	23	2,225	35	13,366	17	11,678	25	#
Food and Beverage Stores	68	15,776	63	17,113	59	9,777	73	7,397
Gasoline Stations	12	13,198	25	24,955	34	55,103	34	48,279
Clothing and Clothing Accessories Stores	222	30,182	82	8,805	72	4,425	137	9,230
General Merchandise Stores	54	19,557	20	39,808	17	#	23	52,745
Food Services and Drinking Places	252	37,122	250	27,749	135	16,744	164	13,993
Other Retail Group	836	16,511	540	24,376	369	28,482 #	549	22,311 #
Total Retail and Food Services	1,589	151,058	1,163	235,712	835	133,409	1,152	189,713
All Other Outlets	574	17,945	774	86,624	398	61,719	644	44,973
Totals All Outlets	2,163	169,003	1,937	322,336	1,233	195,128	1,796	234,686

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

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, FIRST QUARTER 2010
(Taxable transactions in thousands of dollars)

Type of business	RIDGECREST		RIVERBANK		RIVERSIDE		ROCKLIN	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	33	8,272	22	1,751	334	183,769	46	17,445
Home Furnishings and Appliance Stores	25	1,863	14	#	271	29,931	66	22,727
Bldg. Matrl. and Garden Equip. and Supplies	10	#	8	#	127	49,358	28	3,433
Food and Beverage Stores	15	5,720	14	2,912	195	41,885	26	5,090
Gasoline Stations	15	5,772	6	5,900	74	80,413	24	18,446
Clothing and Clothing Accessories Stores	20	457	15	878	471	49,502	38	1,021
General Merchandise Stores	11	#	6	12,468	108	86,754	13	3,118
Food Services and Drinking Places	63	8,492	45	6,377	643	92,424	112	14,067
Other Retail Group	217	22,192 #	72	17,707 #	2,861	63,927	407	12,206
Total Retail and Food Services	409	52,770	202	47,994	5,084	677,962	760	97,553
All Other Outlets	192	5,537	79	3,279	2,161	183,943	403	29,852
Totals All Outlets	601	58,307	281	51,273	7,245	861,905	1,163	127,405
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	2,601	61	5,333	156	201,753	481	61,525
Home Furnishings and Appliance Stores	37	7,497	60	2,231	190	52,115	424	58,095
Bldg. Matrl. and Garden Equip. and Supplies	10	#	18	343	71	31,898	163	54,841
Food and Beverage Stores	25	7,593	43	3,653	77	27,219	377	64,495
Gasoline Stations	14	8,635	9	8,740	44	44,481	127	110,065
Clothing and Clothing Accessories Stores	24	2,986	33	538	377	63,995	724	69,173
General Merchandise Stores	7	42,836	30	31,758	77	103,373	125	105,129
Food Services and Drinking Places	109	16,114	132	14,815	381	67,838	1,319	170,567
Other Retail Group	266	20,787 #	238	4,360	1,960	59,929	3,774	106,154
Total Retail and Food Services	510	109,050	624	71,770	3,333	652,603	7,514	800,044
All Other Outlets	321	17,361	287	7,917	1,030	98,506	3,436	345,634
Totals All Outlets	831	126,411	911	79,687	4,363	751,109	10,950	1,145,678
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	59,622	253	61,279	29	11,771	31	3,118
Home Furnishings and Appliance Stores	101	14,557	200	21,309	38	7,917	58	18,576
Bldg. Matrl. and Garden Equip. and Supplies	41	24,828	66	34,057	8	#	47	28,964
Food and Beverage Stores	121	21,298	196	26,860	33	4,596	17	3,177
Gasoline Stations	51	48,192	60	57,685	14	14,420	9	5,653
Clothing and Clothing Accessories Stores	212	19,233	448	24,575	75	12,379	52	6,636
General Merchandise Stores	33	54,825	165	83,258	16	25,873	5	633
Food Services and Drinking Places	310	38,590	487	63,182	139	20,467	99	12,062
Other Retail Group	705	25,803	2,689	35,314	234	19,915 #	374	17,970
Total Retail and Food Services	1,704	306,948	4,564	407,518	586	117,338	692	96,789
All Other Outlets	849	74,427	1,111	82,501	294	8,862	678	38,877
Totals All Outlets	2,553	381,376	5,675	490,020	880	126,199	1,370	135,666
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	50	3,986	1,173	403,874	24	1,026	44	8,483
Home Furnishings and Appliance Stores	129	5,526	1,519	253,284	34	3,812	73	1,824
Bldg. Matrl. and Garden Equip. and Supplies	24	#	395	177,005	14	#	22	#
Food and Beverage Stores	43	12,313	896	202,412	21	5,549	36	3,587
Gasoline Stations	16	23,583	342	346,978	11	10,935	7	3,723
Clothing and Clothing Accessories Stores	155	2,295	2,316	303,864	43	4,803	279	2,170
General Merchandise Stores	42	11,958	362	333,345	27	26,385	131	9,393
Food Services and Drinking Places	173	21,920	3,717	626,501	73	10,542	86	10,741
Other Retail Group	744	23,525 #	11,651	341,590	289	16,303 #	978	18,702 #
Total Retail and Food Services	1,376	105,106	22,371	2,988,853	536	79,356	1,656	58,624
All Other Outlets	761	20,237	11,545	1,115,131	419	40,042	362	13,251
Totals All Outlets	2,137	125,343	33,916	4,103,984	955	119,399	2,018	71,875

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

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, FIRST QUARTER 2010

(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	245	89,369	32	4,000	512	251,409	38	35,574
Home Furnishings and Appliance Stores	1,020	150,102	63	3,696	853	112,043	58	5,493
Bldg. Matrl. and Garden Equip. and Supplies	306	77,574	21	3,147	280	139,200	23	8,017
Food and Beverage Stores	1,122	141,979	51	3,930	612	100,954	15	3,302
Gasoline Stations	131	107,436	11	10,700	215	259,646	8	7,428
Clothing and Clothing Accessories Stores	2,204	308,697	104	6,366	1,110	152,929	59	5,609
General Merchandise Stores	262	143,189	35	79	178	236,658	25	#
Food Services and Drinking Places	4,154	617,968	193	17,264	2,017	294,853	87	11,971
Other Retail Group	7,352	311,391	393	7,426	6,096	193,100	495	24,698 #
Total Retail and Food Services	16,796	1,947,704	903	56,608	11,873	1,740,792	808	102,091
All Other Outlets	9,267	943,916	408	12,006	6,564	805,447	403	14,654
Totals All Outlets	26,063	2,891,620	1,311	68,614	18,437	2,546,239	1,211	116,745
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	79	40,662	66	40,385	56	9,439	71	19,816
Home Furnishings and Appliance Stores	99	7,814	89	14,974	101	45,851	149	20,522
Bldg. Matrl. and Garden Equip. and Supplies	59	26,764	38	17,166	58	28,794	45	17,647
Food and Beverage Stores	70	11,555	41	12,566	45	10,939	82	18,511
Gasoline Stations	35	21,665	22	19,073	18	24,591	38	31,075
Clothing and Clothing Accessories Stores	142	25,440	118	17,321	60	9,945	228	35,210
General Merchandise Stores	28	67,490	13	26,526	11	35,228	26	32,520
Food Services and Drinking Places	267	26,841	179	28,554	194	27,725	349	44,198
Other Retail Group	542	23,197	575	29,386	643	21,528	979	39,073
Total Retail and Food Services	1,321	251,428	1,141	205,951	1,186	214,040	1,967	258,572
All Other Outlets	1,017	120,183	675	38,133	927	53,133	1,126	36,659
Totals All Outlets	2,338	371,611	1,816	244,084	2,113	267,173	3,093	295,230
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	87	69,421	33	6,667	293	112,812	73	26,746
Home Furnishings and Appliance Stores	136	24,108	85	5,998	330	27,537	155	15,237
Bldg. Matrl. and Garden Equip. and Supplies	50	36,676	16	17,465	102	42,623	72	20,458
Food and Beverage Stores	56	16,147	23	10,401	272	40,359	111	25,987
Gasoline Stations	26	18,777	25	21,553	59	61,317	38	27,852
Clothing and Clothing Accessories Stores	114	6,406	71	2,542	426	47,651	246	37,770
General Merchandise Stores	22	11,670	15	#	106	53,600	42	14,762
Food Services and Drinking Places	223	23,594	155	20,605	773	74,675	388	64,307
Other Retail Group	843	30,133	453	27,267 #	1,400	58,232	1,656	40,464
Total Retail and Food Services	1,557	236,932	876	112,497	3,761	518,805	2,781	273,583
All Other Outlets	1,138	63,365	548	46,934	2,967	220,304	1,519	63,160
Totals All Outlets	2,695	300,297	1,424	159,431	6,728	739,110	4,300	336,743
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	158	104,822	165	94,192	51	13,563	123	21,848
Home Furnishings and Appliance Stores	246	43,747	239	22,482	75	4,242	133	6,008
Bldg. Matrl. and Garden Equip. and Supplies	57	15,407	79	35,325	38	8,002	59	9,848
Food and Beverage Stores	93	18,525	110	26,571	63	14,327	36	4,593
Gasoline Stations	33	34,862	46	66,618	16	12,995	13	16,020
Clothing and Clothing Accessories Stores	105	17,647	413	22,875	110	8,506	349	4,076
General Merchandise Stores	27	37,852	144	84,418	10	#	154	17,282
Food Services and Drinking Places	453	63,193	437	65,893	230	31,450	137	15,173
Other Retail Group	939	30,146	2,317	38,963	850	44,622 #	2,462	19,478
Total Retail and Food Services	2,111	366,200	3,950	457,338	1,443	137,707	3,466	114,324
All Other Outlets	2,165	299,073	1,781	95,605	599	26,844	1,865	314,251
Totals All Outlets	4,276	665,274	5,731	552,943	2,042	164,551	5,331	428,575

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

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, FIRST QUARTER 2010
(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	92	45,338	79	103,596	132	77,873	67	7,664
Home Furnishings and Appliance Stores	73	9,260	216	27,375	179	36,979	34	6,575
Bldg. Matrl. and Garden Equip. and Supplies	48	26,453	46	12,783	78	31,088	17	17,265
Food and Beverage Stores	83	17,819	81	22,505	111	35,594	26	7,265
Gasoline Stations	22	26,139	18	26,446	55	56,952	15	11,218
Clothing and Clothing Accessories Stores	120	8,727	440	61,376	236	32,181	49	5,693
General Merchandise Stores	32	48,332	60	5,942	33	71,933	17	43,893
Food Services and Drinking Places	225	27,901	434	102,061	439	50,360	113	16,805
Other Retail Group	513	18,028	1,614	66,778	1,690	59,886	394	13,800
Total Retail and Food Services	1,208	227,998	2,988	428,861	2,953	452,847	732	130,178
All Other Outlets	786	65,258	1,368	133,499	1,676	89,795	430	25,288
Totals All Outlets	1,994	293,256	4,356	562,360	4,629	542,642	1,162	155,466
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	44,887	29	20,368	11	4,576
Home Furnishings and Appliance Stores	25	4,114	18	1,412	19	952	12	#
Bldg. Matrl. and Garden Equip. and Supplies	6	362	13	#	10	#	5	#
Food and Beverage Stores	14	4,787	28	2,740	26	3,862	15	1,603
Gasoline Stations	8	11,099	7	4,926	5	4,050	12	3,951
Clothing and Clothing Accessories Stores	47	5,244	24	195	33	387	12	57
General Merchandise Stores	20	13,734	4	968	8	#	6	401
Food Services and Drinking Places	84	17,239	68	7,321	59	7,463	24	1,480
Other Retail Group	190	6,207 #	139	18,035 #	109	21,024 #	35	54,615 #
Total Retail and Food Services	406	62,787	346	80,482	298	58,106	132	66,683
All Other Outlets	153	14,483	147	11,925	128	8,045	77	58,969
Totals All Outlets	559	77,270	493	92,407	426	66,151	209	125,653
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	35,213	12	2,730	22	2,004	88	5,550
Home Furnishings and Appliance Stores	108	10,478	20	1,025	21	613	72	3,099
Bldg. Matrl. and Garden Equip. and Supplies	38	25,286	9	#	14	4,704	41	5,653
Food and Beverage Stores	72	18,491	28	6,655	9	4,761	34	3,097
Gasoline Stations	34	34,949	8	5,838	6	4,383	10	20,881
Clothing and Clothing Accessories Stores	134	11,020	36	1,593	37	1,737	132	#
General Merchandise Stores	42	52,455	5	#	5	#	57	209
Food Services and Drinking Places	260	38,508	54	7,742	51	4,565	66	5,462
Other Retail Group	983	22,359	236	10,190 #	241	20,963 #	608	4,024 #
Total Retail and Food Services	1,754	248,758	408	35,774	406	43,730	1,108	47,973
All Other Outlets	1,148	41,459	233	4,069	176	3,913	856	36,735
Totals All Outlets	2,902	290,218	641	39,843	582	47,643	1,964	84,708
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	127	18,767	22	2,648	49	5,723	50	5,880
Home Furnishings and Appliance Stores	55	717	25	714	62	11,199	24	#
Bldg. Matrl. and Garden Equip. and Supplies	18	473	21	2,193	29	14,198	18	10,735
Food and Beverage Stores	82	6,551	30	10,528	47	8,259	40	4,165
Gasoline Stations	25	19,766	11	6,982	28	21,056	11	11,048
Clothing and Clothing Accessories Stores	86	4,050	66	5,043	41	134	43	506
General Merchandise Stores	43	23,485	5	#	15	#	12	#
Food Services and Drinking Places	168	14,613	132	16,526	186	23,767	107	9,279
Other Retail Group	389	5,296	211	10,775 #	303	64,351 #	133	10,755 #
Total Retail and Food Services	993	93,719	523	55,409	760	148,688	438	52,368
All Other Outlets	562	35,367	261	11,534	789	66,019	291	12,214
Totals All Outlets	1,555	129,086	784	66,943	1,549	214,708	729	64,581

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

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, FIRST QUARTER 2010
(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	251	81,832	57	65,477	107	72,026	100	113,352
Home Furnishings and Appliance Stores	200	21,269	126	28,737	124	15,777	157	30,117
Bldg. Matrl. and Garden Equip. and Supplies	83	52,815	31	35,944	53	24,865	46	22,751
Food and Beverage Stores	249	38,584	88	16,152	59	16,718	67	26,761
Gasoline Stations	83	65,026	32	31,179	29	45,799	30	38,285
Clothing and Clothing Accessories Stores	320	31,477	90	8,173	196	25,129	224	34,684
General Merchandise Stores	69	95,605	15	38,822	39	77,616	46	30,596
Food Services and Drinking Places	595	68,765	350	46,917	318	59,087	323	59,984
Other Retail Group	1,455	83,137	878	27,337	1,001	36,174	1,403	50,068
Total Retail and Food Services	3,305	538,510	1,667	298,738	1,926	373,190	2,396	406,598
All Other Outlets	1,499	137,217	1,294	214,961	954	134,068	1,481	91,224
Totals All Outlets	4,804	675,727	2,961	513,699	2,880	507,258	3,877	497,823
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	145	133,344	63	33,762	18	2,011	59	15,674
Home Furnishings and Appliance Stores	327	51,757	71	9,323	29	1,967	35	2,220
Bldg. Matrl. and Garden Equip. and Supplies	80	36,625	28	11,520	21	4,703	29	12,570
Food and Beverage Stores	113	25,660	46	9,815	17	5,005	40	8,761
Gasoline Stations	42	52,733	25	34,797	9	8,455	27	25,042
Clothing and Clothing Accessories Stores	747	51,157	108	9,453	38	1,785	107	12,445
General Merchandise Stores	289	92,177	22	34,163	6	296	20	21,644
Food Services and Drinking Places	488	85,274	165	23,474	62	9,013	136	14,916
Other Retail Group	4,053	78,708	384	13,059	220	9,641	296	7,842
Total Retail and Food Services	6,284	607,436	912	179,367	420	42,878	749	121,113
All Other Outlets	1,953	172,792	415	23,602	187	5,308	345	26,533
Totals All Outlets	8,237	780,228	1,327	202,969	607	48,186	1,094	147,646
Type of business	TURLOCK		TUSTIN		UKIAH		UNION CITY	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	86	15,736	34	77,368	23	8,191	22	2,599
Home Furnishings and Appliance Stores	68	4,074	130	30,354	22	1,986	50	#
Bldg. Matrl. and Garden Equip. and Supplies	28	17,144	21	16,530	15	12,878	16	14,099
Food and Beverage Stores	48	10,282	63	16,691	20	5,892	49	7,072
Gasoline Stations	28	26,859	21	23,597	11	7,698	13	11,080
Clothing and Clothing Accessories Stores	69	7,823	139	21,057	32	2,779	44	933
General Merchandise Stores	18	46,329	24	56,388	6	15,815	18	#
Food Services and Drinking Places	165	23,831	220	40,573	77	8,646	132	19,824
Other Retail Group	407	17,827	615	34,568	251	8,312	301	42,409 #
Total Retail and Food Services	917	169,905	1,267	317,127	457	72,198	645	98,016
All Other Outlets	464	32,868	883	56,890	215	7,937	460	72,018
Totals All Outlets	1,381	202,773	2,150	374,018	672	80,134	1,105	170,034
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	122	20,762	60	35,038	89	32,993	127	56,242
Home Furnishings and Appliance Stores	102	6,566	69	13,733	67	9,837	147	13,375
Bldg. Matrl. and Garden Equip. and Supplies	48	25,694	26	21,068	25	13,959	78	32,416
Food and Beverage Stores	52	9,428	49	13,094	82	13,053	98	19,736
Gasoline Stations	23	21,529	34	30,415	42	31,944	43	37,146
Clothing and Clothing Accessories Stores	100	3,983	136	41,973	83	8,091	252	21,624
General Merchandise Stores	35	30,283	19	44,645	19	31,178	80	41,948
Food Services and Drinking Places	191	22,045	180	31,831	221	25,007	391	50,555
Other Retail Group	617	23,386	512	20,370	675	18,514	2,449	35,321
Total Retail and Food Services	1,290	163,674	1,085	252,168	1,303	184,575	3,665	308,361
All Other Outlets	695	32,844	466	35,345	504	23,768	1,582	69,730
Totals All Outlets	1,985	196,519	1,551	287,512	1,807	208,344	5,247	378,091

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

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, FIRST QUARTER 2010
(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	112	63,856	121	39,377	73	21,381	75	80,107
Home Furnishings and Appliance Stores	111	19,359	126	18,769	72	3,095	111	15,255
Bldg. Matrl. and Garden Equip. and Supplies	36	19,715	62	27,750	54	27,763	34	8,812
Food and Beverage Stores	61	16,252	56	16,391	64	13,829	34	15,556
Gasoline Stations	37	38,715	39	24,635	26	29,776	29	23,939
Clothing and Clothing Accessories Stores	185	17,946	169	22,099	71	6,736	159	45,152
General Merchandise Stores	67	57,290	35	75,456	26	44,918	16	29,913
Food Services and Drinking Places	230	34,382	281	43,745	210	24,892	218	41,531
Other Retail Group	1,067	23,862	721	32,418	701	19,085	802	26,820
Total Retail and Food Services	1,906	291,377	1,610	300,639	1,297	191,475	1,478	287,084
All Other Outlets	507	36,773	922	102,954	979	59,753	784	53,382
Totals All Outlets	2,413	328,151	2,532	403,593	2,276	251,228	2,262	340,466
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	45	16,426	59	60,921	17	#	76	9,846
Home Furnishings and Appliance Stores	34	2,376	88	12,999	149	30,377	37	#
Bldg. Matrl. and Garden Equip. and Supplies	26	11,118	18	#	24	6,001	27	15,549
Food and Beverage Stores	57	7,582	71	10,759	58	27,164	42	11,295
Gasoline Stations	18	13,590	19	23,497	7	6,943	25	17,929
Clothing and Clothing Accessories Stores	66	3,489	168	23,005	188	16,013	33	#
General Merchandise Stores	13	13,412	66	36,128	24	#	7	21,545
Food Services and Drinking Places	123	13,581	224	35,859	225	70,272	95	9,881
Other Retail Group	300	9,071	468	26,330 #	600	54,802 #	220	32,694 #
Total Retail and Food Services	682	90,645	1,181	229,499	1,292	211,572	562	118,739
All Other Outlets	413	27,421	418	27,887	616	35,323	545	131,145
Totals All Outlets	1,095	118,065	1,599	257,386	1,908	246,895	1,107	249,884
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	72	45,940	71	9,281	10	2,008	48	13,851
Home Furnishings and Appliance Stores	118	17,566	78	2,827	15	1,067	39	5,389
Bldg. Matrl. and Garden Equip. and Supplies	34	18,926	35	11,494	12	#	34	12,864
Food and Beverage Stores	119	12,664	68	13,438	18	3,706	38	8,930
Gasoline Stations	22	28,122	15	16,875	8	7,903	19	16,255
Clothing and Clothing Accessories Stores	257	16,878	112	8,667	22	159	56	4,628
General Merchandise Stores	48	51,533	62	20,672	2	#	18	30,150
Food Services and Drinking Places	288	27,110	211	27,828	53	6,660	124	12,351
Other Retail Group	608	19,761	1,003	17,663	200	26,159 #	307	13,125
Total Retail and Food Services	1,566	238,499	1,655	128,747	340	47,662	683	117,544
All Other Outlets	666	22,722	611	29,347	237	11,770	439	42,287
Totals All Outlets	2,232	261,221	2,266	158,094	577	59,432	1,122	159,831
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	35	2,234	75	21,652	50	5,243	37	8,373
Home Furnishings and Appliance Stores	86	19,629	59	6,202	30	565	21	869
Bldg. Matrl. and Garden Equip. and Supplies	27	2,692	29	21,244	22	2,150	14	#
Food and Beverage Stores	21	6,771	50	11,686	23	6,078	13	6,682
Gasoline Stations	8	9,618	26	14,012	13	13,952	11	8,625
Clothing and Clothing Accessories Stores	84	1,181	90	9,425	27	#	19	448
General Merchandise Stores	12	21,198	21	45,655	10	1,523	7	#
Food Services and Drinking Places	85	14,578	148	20,768	80	8,503	44	6,636
Other Retail Group	489	13,600	403	17,622	340	7,327 #	285	25,569 #
Total Retail and Food Services	847	91,502	901	168,267	595	45,340	451	57,204
All Other Outlets	544	18,632	466	24,463	230	5,862	168	3,655
Totals All Outlets	1,391	110,134	1,367	192,730	825	51,202	619	60,858

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

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

TABLE 6. TAXABLE SALES IN ALL CITIES EXCEPT THE 272 LARGEST, FIRST QUARTER 2010
(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	129	9,253	239	23,062	GALT	1,446	20,645	1,623	27,191
ALBANY	347	36,271	507	43,376	GONZALES	82	3,601	123	8,517
ALTURAS	90	6,378	152	8,414	GRAND TERRACE	146	8,532	190	18,471
AMADOR	26	#	28	147 #	GREENFIELD	115	8,219	164	11,923
AMERICAN CANYON	181	34,707	308	38,572	GRIDLEY	130	15,826	181	18,399
ANDERSON	259	34,227	404	41,041	GROVER BEACH	214	15,712	371	20,073
ANGELS CAMP	122	10,089	179	11,380	GUADALUPE	50	2,743	69	4,456
ARCATA	523	29,714	736	39,510	GUSTINE	61	3,115	93	3,777
ARTESIA	400	31,922	545	35,760	HALF MOON BAY	323	28,922	482	36,981
ARVIN	103	6,534	135	11,686	HAWAIIAN GARDENS	165	11,937	240	13,404
ATHERTON	108	1,250	177	2,672	HERCULES	175	19,112	231	27,546
ATWATER	285	35,151	398	42,058	HIDDEN HILLS	30	104	40	313
AVALON	171	6,840	215	7,771	HIGHLAND	405	35,698	542	38,667
AVENAL	58	3,544	70	4,130	HILLSBOROUGH	124	166	192	956
BANNING	309	32,599	435	35,924	HOLTVILLE	45	2,959	64	6,520
BELL	371	30,345	537	44,013	HUGHSON	63	2,876	96	10,661
BELL GARDENS	385	39,573	603	43,693	HURON	51	1,991	69	2,620
BELMONT	344	38,568	597	53,130	IMPERIAL	78	17,967	152	26,127
BELVEDERE	37	225	75	1,106	IMPERIAL BEACH	246	14,708	337	15,793
BIG BEAR LAKE	388	37,492	502	40,653	INDIAN WELLS	119	12,161	182	27,598
BIGGS	9	292	15	295	IONE	75	1,569	102	3,226
BISHOP	263	28,685	387	35,408	IRWINDALE	243	31,041	615	87,954
BLUE LAKE	24	163	36	360	ISLETON	37	440	44	1,656
BLYTHE	157	31,395	254	34,260	JACKSON	192	11,310	272	12,985
BRADBURY	11	15	15	32	KERMAN	140	16,733	192	21,183
BRAWLEY	156	27,587	283	40,268	KING CITY	225	13,682	313	18,325
BRISBANE	85	16,366	236	97,870	KINGSBURG	144	13,263	223	17,973
BUELLTON	141	24,188	256	28,877	LA CANADA-FLINTRIDGE	351	38,047	532	42,692
CALIFORNIA CITY	96	6,018	124	6,374	LA HABRA HEIGHTS	44	132	71	632
CALIMESA	111	9,324	157	10,890	LA PALMA	158	47,572	257	63,867
CALIPATRIA	17	1,616	27	1,672	LAFAYETTE	555	38,536	874	47,047
CALISTOGA	153	9,611	244	13,347	LAGUNA WOODS	147	16,652	187	17,421
CANYON LAKE	153	2,619	205	4,682	LAKEPORT	198	20,917	300	23,668
CARMEL	417	29,842	562	32,585	LARKSPUR	294	30,444	478	36,857
CARPINTERIA	323	22,054	504	34,051	LATHROP	118	34,544	194	46,512
CHOWCHILLA	136	15,364	197	18,879	LEMOORE	184	22,144	268	31,510
CLAYTON	114	6,005	156	6,724	LINDSAY	123	10,234	179	11,893
CLEARLAKE	181	24,469	244	25,671	LIVE OAK	63	3,884	77	5,016
CLOVERDALE	150	9,738	236	10,967	LIVINGSTON	93	21,835	116	23,722
COALINGA	108	12,604	168	15,572	LOMA LINDA	210	51,352	313	69,033
COLFAX	103	8,173	143	10,780	LOMITA	421	27,753	571	31,651
COLMA	95	131,536	155	142,284	LOOMIS	180	8,462	295	14,364
COLUSA	107	10,870	170	16,456	LOS ALAMITOS	341	31,357	614	45,529
CORCORAN	99	8,419	161	16,556	LOS ALTOS HILLS	105	258	158	1,624
CORNING	125	34,735	178	36,518	LOYALTON	15	581	23	755
CORONADO	356	24,360	535	42,897	MAMMOTH LAKES	244	32,943	358	49,909
COTATI	204	28,247	306	31,005	MARICOPA	11	#	12	562 #
CRESCENT CITY	165	16,827	248	20,827	MARINA	221	37,451	339	39,773
CUDAHY	372	13,278	462	21,302	MARYSVILLE	238	25,227	341	33,233
DEL MAR	821	15,212	1,072	19,123	MAYWOOD	239	17,209	358	21,056
DEL REY OAKS	22	4,932	41	5,675	MC FARLAND	58	3,655	81	4,823
DESERT HOT SPRINGS	215	20,317	299	21,833	MENDOTA	88	5,424	111	9,179
DINUBA	227	75,767	338	83,980	MILL VALLEY	450	35,700	752	40,895
DORRIS	17	372	24	537	MILLBRAE	317	39,459	482	44,792
DOS PALOS	62	2,606	93	5,656	MONTAGUE	33	749	46	851
DUNSMUIR	51	1,162	72	1,271	MONTE SERENO	43	320	57	327
EAST PALO ALTO	113	55,597	152	57,250	MORAGA	234	16,410	334	17,722
ESCALON	109	8,646	160	11,479	MORRO BAY	366	23,916	493	25,930
ETNA	29	749	41	855	MOUNT SHASTA	223	11,125	312	14,804
EXETER	142	10,728	211	12,708	NEEDLES	67	6,886	110	7,542
FAIRFAX	215	7,131	315	8,120	NEVADA CITY	251	8,844	345	13,673
FARMERSVILLE	93	8,304	121	9,103	NEWMAN	76	4,802	113	7,491
FERNDALE	72	1,956	102	2,293	OAKLEY	268	21,304	384	28,856
FILLMORE	148	14,985	225	16,331	OJAI	354	14,747	526	18,438
FIREBAUGH	67	5,212	100	14,111	ORANGE COVE	57	2,754	75	3,210
FORT BRAGG	278	24,709	406	28,156	ORINDA	321	15,187	511	18,730
FORT JONES	35	1,644	52	1,847	ORLAND	147	12,981	215	14,953
FORTUNA	266	21,450	381	26,055	PACIFIC GROVE	457	22,596	626	26,217
FOSTER CITY	347	45,926	588	82,662	PACIFICA	468	30,461	711	33,859
FOWLER	82	11,412	123	19,298	PALOS VERDES ESTATES	191	1,921	287	3,483

TABLE 6. TAXABLE SALES IN ALL CITIES EXCEPT THE 272 LARGEST, FIRST QUARTER 2010
(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	577	28,834	820	31,801	SOLEDAD	125	9,178	167	9,761
PARLIER	84	5,631	105	6,559	SOLVANG	252	14,180	350	18,209
PATTERSON	156	23,479	222	27,144	SOUTH PASADENA	438	29,489	643	34,539
PIEDMONT	109	2,583	180	2,897	ST. HELENA	246	24,847	467	43,001
PISMO BEACH	320	37,470	401	39,686	SUISUN	213	16,432	289	17,660
PLYMOUTH	42	1,915	64	2,320	SUSANVILLE	160	23,973	263	25,901
POINT ARENA	36	1,228	46	1,356	SUTTER CREEK	126	3,151	167	3,614
PORT HUENEME	193	16,375	284	18,568	TAFT	159	18,046	238	31,361
PORTOLA	72	2,502	103	2,895	TEHACHAPI	292	27,132	392	29,716
PORTOLA VALLEY	75	1,979	130	2,704	TEHAMA	5	#	5	22 #
RANCHO PALOS VERDES	469	25,592	656	32,435	TEMPLE CITY	433	28,487	684	32,292
REEDLEY	240	23,331	382	29,958	TIBURON	180	5,685	311	6,461
RIO DELL	37	1,849	55	2,693	TRINIDAD	26	1,505	35	1,515
RIO VISTA	107	9,737	172	15,300	TULELAKE	13	359	19	2,027
RIPON	147	28,637	219	33,293	TWENTYNINE PALMS	201	22,027	287	24,734
ROLLING HILLS	22	#	31	27 #	VERNON	237	13,210	999	79,508
ROLLING HILLS ESTATES	345	22,071	469	24,369	VILLA PARK	65	2,560	121	2,802
ROSS	45	376	88	612	WALNUT	536	27,934	1,022	35,912
SAN ANSELMO	407	16,523	644	19,319	WASCO	157	17,383	217	20,186
SAN JACINTO	368	37,588	553	42,453	WATERFORD	69	5,087	91	7,351
SAN JOAQUIN	18	1,257	28	3,727	WEED	84	8,846	114	9,176
SAN JUAN BAUTISTA	141	2,027	169	2,200	WESTLAKE VILLAGE	353	44,971	665	55,594
SAN MARINO	201	5,856	318	7,324	WESTMORLAND	17	#	20	3,392 #
SAN PABLO	306	29,411	421	33,059	WHEATLAND	37	2,250	48	3,265
SAND CITY	58	38,963	125	44,404	WILDOMAR	292	23,797	395	25,565
SANGER	234	29,353	354	33,519	WILLIAMS	78	9,406	106	10,305
SANTA PAULA	288	28,215	493	36,151	WILLITS	201	20,390	296	24,845
SARATOGA	408	15,210	623	19,288	WILLOWS	102	14,960	160	19,222
SAUSALITO	478	20,667	793	25,307	WINTERS	95	5,872	136	6,159
SCOTTS VALLEY	313	27,430	508	35,783	WOODLAKE	63	3,030	88	4,445
SEBASTOPOL	401	23,697	570	28,279	WOODSIDE	110	7,275	186	9,675
SHASTA LAKE	115	4,865	187	9,317	YOUNTVILLE	63	11,333	124	13,344
SIERRA MADRE	227	4,301	322	5,346	YREKA	239	25,520	386	29,451
SIGNAL HILL	336	174,547	706	211,190					
SOLANA BEACH	510	43,851	801	56,257					

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

FOOTNOTES

a/ Per capita taxable sales were derived by dividing first quarter self-assessed taxable sales by the population estimates of the State Department of Finance for January 1. The populations used were 38,255,508 for 2009 and 38,648,090 for 2010.

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

Notes concerning permits:

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

Table 3 to Table 5 Conversion Chart

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