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Taxable Sales In California (Sales & Use Tax)

2010 Second Quarter

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

The following factors should be considered when using these data:

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

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

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TAXABLE SALES IN CALIFORNIA

SECOND QUARTER 2010

Taxable sales in California totaled \$118.5 billion in the second quarter of 2010, up \$5.2 billion (or 4.6 percent) from the same quarter the previous year. California's taxable sales rose faster than personal income for the first time since 2005.

In constant dollar terms, taxable sales increased 2.5 percent from the same quarter the previous year. The California Taxable Sales Deflator, which measures the rate of change of all taxable sales in the State, was up 2.0 percent. In comparison, the California Consumer Price Index, which measures the rate of change of common consumer goods, was up 1.8 percent.

The San Francisco Bay Area and Southern California continued to lead the other regions in growth, increasing 6.6 percent and 4.6 percent, respectively, over the same quarter last year. The Northern Sacramento Valley area showed the lowest growth at 0.8 percent.

The City of Long Beach, the State's seventh largest city (by population) had the largest growth of the state's major cities at 16.1 percent. Other large cities also did well, with San Jose (third largest) growing 10.7 percent and Anaheim (tenth largest) growing at 7.3 percent. Oakland (eighth largest) showed a modest gain of 1.6 percent. However, Fresno (fifth largest) showed no growth, and Sacramento (sixth largest) showed a decline of 1.5 percent.

Sales at gasoline stations dominated the other major industries in growth, increasing 15.5 percent over the same quarter last year. Most of this growth is attributable to an increase in the

price of gasoline, which gained \$0.51 per gallon (or 19.4 percent) over the second quarter last year, while consumption for the same period increased only 0.9 percent.

Motor vehicle parts and dealer sales increased by 13.3 percent over the second quarter last year. Most of that gain is attributable to both new car dealers (which grew by 16.6 percent) and used car dealers (which increased 11.4 percent). Other motor vehicle dealer sales (which include RVs, motorcycles, boats, and aircraft) decreased by 2.2 percent, likely due to less disposable income.

Electronic and appliance store sales did well during the second quarter, growing 7.9 percent from a year ago, with most of that increase due to computer and software stores, which grew at 13.4 percent.

Furniture and home furnishings stores showed a modest growth over the same quarter a year ago at 4.3 percent, mostly due to furniture store sales growing 6.7 percent, while the home furnishings segment grew only 0.8 percent.

General merchandise stores, which represent the largest non-durable retail category, showed virtually no growth for the quarter.

Sales of "All Other Outlets", which represents manufacturers and wholesalers, grew at a sluggish 2.9 percent, buoyed by wholesale trade (which grew at 5.8 percent and accounting for 11.5 percent of the total) and manufacturing (8.3 percent growth), but constrained mainly by real estate and rental leasing (which declined 1.6 percent) and construction (declining 0.7 percent).

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

NAICS	Type of business	Number of permits on July 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	32,727	11,927,225	10.06	13.3	307.19	273.55
44111	New Car Dealers	2,300	8,521,335	7.19	16.6	219.47	189.87
44112	Used Car Dealers	7,339	1,205,113	1.02	11.4	31.04	28.12
4412	Other Motor Vehicle Dealers	3,283	683,967	.58	-2.2	17.62	18.18
4413	Auto. Parts, Accessories and Tire Stores	19,805	1,516,809	1.28	5.5	39.07	37.38
442	Furniture and Home Furnishings Stores	18,252	2,107,722	1.78	4.3	54.29	52.54
4421	Furniture Stores	8,505	1,269,023	1.07	6.7	32.68	30.91
4422	Home Furnishings Stores	9,747	838,699	.71	0.8	21.60	21.63
443	Electronics and Appliance Stores	21,984	3,339,945	2.82	7.9	86.02	80.42
44311	Appliance, T.V., and Other Electronics Stores	9,319	1,917,567	1.62	5.1	49.39	47.42
44312	Computer and Software Stores	11,627	1,335,425	1.13	13.4	34.39	30.61
44313	Camera and Photographic Supplies Stores	1,038	86,953	.07	-5.7	2.24	2.40
444	Bldg. Matrl. and Garden Equip. and Supplies	17,035	6,696,009	5.65	4.0	172.46	167.36
4441	Building Material and Supplies Dealers	11,608	6,000,284	5.06	4.4	154.54	149.35
4442	Lawn and Garden Equip. and Supplies Stores	5,427	695,725	.59	0.4	17.92	18.01
445	Food and Beverage Stores	29,900	5,789,303	4.88	1.1	149.11	148.77
44511	Supermarkets and Other Grocery Stores	12,185	4,336,328	3.66	-0.6	111.68	113.39
44512	Convenience Stores	4,873	551,220	.46	11.8	14.20	12.82
4452	Specialty Food Stores	6,801	159,132	.13	9.3	4.10	3.78
4453	Beer, Wine, and Liquor Stores	6,041	742,623	.63	2.8	19.13	18.77
446	Health and Personal Care Stores	21,188	2,373,354	2.00	2.2	61.13	60.33
44611	Pharmacies and Drug Stores	5,524	1,573,627	1.33	-0.9	40.53	41.28
44612-44619	Health and Personal Care Stores	15,664	799,727	.67	9.1	20.60	19.05
447	Gasoline Stations	10,096	11,230,584	9.47	15.5	289.25	252.61
448	Clothing and Clothing Accessories Stores	65,734	6,430,529	5.42	3.7	165.62	161.13
44811	Men's Clothing Stores	2,605	196,108	.17	-1.5	5.05	5.18
44812	Women's Clothing Stores	10,516	1,061,522	.90	-0.3	27.34	27.68
44813-44819	Family Clothing Stores, Accessories, and Other Stores	35,868	3,860,929	3.26	5.2	99.44	95.39
4482	Shoe Stores	5,184	668,007	.56	2.8	17.20	16.89
4483	Jewelry, Luggage, and Leather Goods Stores	11,561	643,964	.54	4.6	16.59	15.99
451	Sporting Goods, Hobby, Book, and Music Stores	27,724	2,364,913	1.99	-1.1	60.91	62.17
45111	Sporting Goods Stores	8,969	1,007,824	.85	1.0	25.96	25.92
45112-45114	Hobby, Toy and Musical Instrument Stores	7,078	774,214	.65	-0.1	19.94	20.14
4512	Book, Periodical, and Music Stores	11,677	582,875	.49	-6.0	15.01	16.11
452	General Merchandise Stores	15,684	10,627,849	8.96	0.0	273.72	276.20
453	Miscellaneous Store Retailers	118,369	4,135,620	3.49	1.3	106.51	106.14
4531	Florists	4,950	127,651	.11	-1.3	3.29	3.36
45321	Office Supplies and Stationery Stores	2,315	1,006,801	.85	6.2	25.93	24.64
45322	Gift, Novelty, and Souvenir Stores	17,356	343,922	.29	-0.9	8.86	9.02
4533	Used Merchandise Stores	13,841	172,886	.15	4.7	4.45	4.29
4539	Other Miscellaneous Store Retailers	79,907	2,484,360	2.10	-0.4	63.99	64.83
454	Nonstore Retailers	178,056	732,647	.62	-1.7	18.87	19.37
722	Food Services and Drinking Places	92,370	13,025,208	10.99	2.0	335.47	331.95
7221	Full-Service Restaurants	31,629	6,542,699	5.52	2.3	168.51	166.30
7222	Limited-Service Eating Places	49,502	5,667,265	4.78	1.2	145.96	145.60
7223	Special Food Services	8,414	544,203	.46	9.0	14.02	12.98
7224	Drinking Places (Alcoholic Beverages)	2,825	271,041	.23	-0.4	6.98	7.07
Total Retail and Food Services		649,119	80,780,908	68.14	5.4	2,080.54	1,992.55
All Other Outlets							
11	Agriculture, Forestry, Fishing and Hunting	2,041	136,943	.12	-6.1	3.53	3.79
21	Mining, Quarrying, and Oil and Gas Extraction	384	169,953	.14	12.7	4.38	3.92
22	Utilities	605	81,174	.07	-52.4	2.09	4.44
23	Construction	15,060	1,614,998	1.36	-0.7	41.59	42.26
31 - 33	Manufacturing	52,515	8,521,602	7.19	8.3	219.48	204.59
42	Wholesale Trade	88,457	13,600,307	11.47	5.8	350.28	334.19
48 - 49	Transportation and Warehousing	3,423	308,040	.26	10.0	7.93	7.28
51	Information	6,081	1,911,307	1.61	-1.2	49.23	50.27
52	Finance and Insurance	3,074	543,248	.46	-12.2	13.99	16.07
53	Real Estate and Rental and Leasing	22,973	3,929,935	3.32	-1.6	101.22	103.79
54	Professional, Scientific, and Technical Services	35,936	1,145,432	.97	-10.2	29.50	33.13
55	Management of Companies and Enterprises	59	18,422	.02	-17.5	0.47	0.58
56	Adm. and Support and Waste Mgmt. and Remediation	14,479	506,529	.43	2.4	13.05	12.86
61	Educational Services	6,721	323,069	.27	-3.0	8.32	8.66
62	Health Care and Social Assistance	6,426	278,832	.24	-2.5	7.18	7.43
71	Arts, Entertainment, and Recreation	5,326	620,572	.52	0.0	15.98	16.12
721	Accommodation	2,392	804,081	.68	5.3	20.71	19.84
81	Other Services (except Public Administration)	61,696	1,660,925	1.40	2.1	42.78	42.29
92	Public Administration	1,137	155,946	.13	5.1	4.02	3.85
Others	Others	143	1,437,168	1.21	-2.5	37.01	38.32
Total All Other Outlets		328,928	37,768,485	31.86	2.9	972.74	953.69
Total All Outlets		978,047	118,549,393	100.00	4.6	3,053.28	2,946.23
Historical Data							
Comparable data for total all outlets:							
	2005	1,057,829	134,732,999		7.8	3,651.36	
	2006	1,048,358	141,957,258		5.4	3,808.42	
	2007	1,032,920	143,170,584		0.9	3,802.15	
	2008	1,034,675	139,913,845		-2.3	3,666.93	
	2009	953,851	113,361,318		-19.0	2,946.23	

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

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

(Taxable transactions in thousands of dollars)

County	Sales tax permits as of July 1, 2010			Taxable transactions				Percent change year to year
	Incorporated cities	Outside incorporated cities	Total	Incorporated cities	Outside incorporated cities	Unallocated b/	Total	
Alameda	38,416	1,932	40,348	\$4,524,698	\$160,011	\$624,084	\$5,308,793	6.1
Alpine	--	68	68	--	1,697	2,246	3,943	-6.4
Amador	680	718	1,398	25,685	54,932	9,989	90,607	2.2
Butte	4,352	1,609	5,961	483,235	69,129	69,120	621,484	3.6
Calaveras	181	1,344	1,525	14,064	44,630	10,777	69,472	2.6
Colusa	283	218	501	36,281	70,497	8,581	115,359	-25.4
Contra Costa	19,041	2,743	21,784	2,405,320	215,955	332,992	2,954,267	0.9
Del Norte	245	321	566	22,678	17,749	9,923	50,350	-3.1
El Dorado	1,385	4,317	5,702	124,889	201,494	52,978	379,361	2.0
Fresno	16,250	3,100	19,350	1,994,563	284,385	265,466	2,544,415	-0.2
Glenn	398	287	685	46,200	25,087	8,193	79,480	-0.8
Humboldt	2,756	1,886	4,642	261,036	103,135	68,227	432,397	13.3
Imperial	3,023	409	3,432	357,866	62,090	75,007	494,963	12.8
Inyo	398	299	697	41,140	25,448	13,492	80,079	1.8
Kern	10,192	5,653	15,845	1,580,499	765,293	293,230	2,639,023	5.3
Kings	1,713	369	2,082	218,715	35,893	37,762	292,370	-3.8
Lake	558	1,201	1,759	53,694	48,961	12,673	115,328	-3.9
Lassen	274	314	588	28,527	14,212	11,365	54,104	-11.1
Los Angeles	256,768	14,525	271,293	25,057,734	1,040,724	2,864,874	28,963,332	3.6
Madera	1,230	1,656	2,886	140,572	121,143	39,943	301,658	3.3
Marin	8,487	1,755	10,242	783,782	88,375	91,064	963,222	6.8
Mariposa	--	647	647	--	43,097	3,903	47,000	5.9
Mendocino	1,538	2,167	3,705	156,302	96,561	22,062	274,924	2.0
Merced	2,754	917	3,671	360,932	113,010	64,795	538,737	2.7
Modoc	156	165	321	10,639	3,479	4,572	18,691	-10.7
Mono	360	221	581	28,345	9,143	5,962	43,450	-2.1
Monterey	7,220	2,984	10,204	949,695	201,118	123,655	1,274,468	7.7
Napa	3,649	1,499	5,148	385,033	135,405	63,995	584,433	3.0
Nevada	1,874	2,064	3,938	169,469	42,503	38,015	249,987	2.6
Orange	90,403	1,644	92,047	10,641,364	166,552	1,119,744	11,927,660	6.0
Placer	7,934	3,505	11,439	1,102,710	239,006	129,097	1,470,814	3.3
Plumas	105	862	967	3,809	27,742	11,856	43,407	-10.9
Riverside	39,158	6,530	45,688	4,587,511	619,490	551,456	5,758,457	4.4
Sacramento	21,362	11,427	32,789	2,323,841	1,360,708	518,591	4,203,139	1.1
San Benito	891	353	1,244	66,228	24,951	14,159	105,337	2.5
San Bernardino	41,886	5,676	47,562	5,221,192	377,737	541,637	6,140,566	4.2
San Diego	71,387	11,807	83,194	8,776,107	473,597	1,062,698	10,312,401	6.1
San Francisco	26,896	--	26,896	3,314,421	--	--	3,314,421	7.1
San Joaquin	10,078	2,555	12,633	1,438,757	290,749	204,941	1,934,447	4.5
San Luis Obispo	6,054	3,371	9,425	649,700	150,306	85,997	886,003	-3.5
San Mateo	17,348	1,631	18,979	2,353,895	307,681	300,591	2,962,166	6.4
Santa Barbara	9,819	2,479	12,298	1,051,967	130,255	135,560	1,317,782	2.9
Santa Clara	42,238	1,345	43,583	6,455,537	93,045	969,296	7,517,878	12.3
Santa Cruz	4,483	3,739	8,222	450,846	175,376	59,125	685,346	3.4
Shasta	3,611	1,841	5,452	456,375	73,096	72,124	601,595	5.2
Sierra	22	97	119	868	1,614	3,466	5,948	25.3
Siskiyou	1,151	664	1,815	71,621	14,696	21,264	107,582	-1.2
Solano	7,370	469	7,839	1,111,345	41,861	145,614	1,298,820	-2.9
Sonoma	11,273	6,030	17,303	1,196,265	272,488	139,645	1,608,398	3.2
Stanislaus	7,606	2,275	9,881	1,066,292	301,230	158,478	1,526,001	3.1
Sutter	1,480	462	1,942	222,491	70,906	25,688	319,085	-2.1
Tehama	733	711	1,444	105,047	19,953	15,720	140,720	0.8
Trinity	--	560	560	--	15,832	2,697	18,529	-6.5
Tulare	6,149	2,285	8,434	884,287	157,112	116,750	1,158,149	8.8
Tuolumne	592	1,345	1,937	51,663	64,785	14,656	131,104	-2.1
Ventura	20,539	1,883	22,422	2,202,014	88,904	239,122	2,530,040	3.5
Yolo	3,628	407	4,035	628,181	59,038	88,426	775,645	5.7
Yuba	398	857	1,255	42,203	55,637	15,820	113,660	2.5
Statewide	--	--	7,074	--	--	48,593	48,593	-46.8
TOTAL	838,775	132,198	978,047	\$96,738,132	\$9,769,504	\$12,041,757	\$118,549,393	4.6
HISTORICAL DATA								
2005	903,643	145,889	1,057,829	\$109,467,199	\$11,164,768	\$14,101,032	\$134,732,999	7.8
2006	896,173	143,867	1,048,358	115,113,412	11,935,899	14,907,947	141,957,258	5.4
2007	882,380	142,371	1,032,920	116,197,543	11,924,715	15,048,326	143,170,584	0.9
2008	884,892	141,980	1,034,675	113,195,551	12,074,327	14,643,967	139,913,845	-2.3
2009	816,204	130,561	953,851	92,249,827	9,454,622	11,656,869	113,361,318	-19.0

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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, SECOND 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	1,204	545,960	237	55,766	697	313,124	187	33,767
New Car Dealers	100	416,821	19	35,838	63	244,329	13	23,933
Used Car Dealers	314	45,303	50	4,438	184	22,150	28	1,760
Other Motor Vehicle Dealers	120	29,863	32	4,008	68	9,080	23	664
Auto. Parts, Accessories and Tire Stores	670	53,973	136	11,481	382	37,565	123	7,410
Furniture and Home Furnishings Stores	676	97,341	99	7,967	447	53,817	93	3,803
Furniture Stores	295	63,790	37	3,758	188	25,279	32	1,084
Home Furnishings Stores	381	33,551	62	4,209	259	28,538	61	2,718
Electronics and Appliance Stores	959	137,228	132	14,766	487	83,829	113	3,594
Appliance, T.V., and Other Electronics Stores	313	84,416	56	10,812	170	59,899	34	1,171
Computer and Software Stores	614	51,398	72	3,893	299	22,895	74	2,370
Camera and Photographic Supplies Stores	32	1,413	4	61	18	1,035	5	52
Bldg. Matrl. and Garden Equip. and Supplies	618	292,314	190	59,083	391	203,288	148	33,382
Building Material and Supplies Dealers	486	270,149	125	48,210	272	176,545	96	27,377
Lawn and Garden Equip. and Supplies Stores	132	22,165	65	10,873	119	26,743	52	6,004
Food and Beverage Stores	1,345	216,562	155	37,087	620	166,455	142	30,997
Supermarkets and Other Grocery Stores	593	152,381	74	31,103	274	125,263	52	26,615
Convenience Stores	218	17,079	24	1,949	119	15,414	21	1,612
Specialty Food Stores	261	5,780	33	345	118	4,395	28	515
Beer, Wine, and Liquor Stores	273	41,322	24	3,690	109	21,383	41	2,255
Health and Personal Care Stores	654	105,297	112	12,144	423	66,793	83	9,682
Pharmacies and Drug Stores	153	73,407	44	9,677	102	50,759	18	8,010
Health and Personal Care Stores	501	31,890	68	2,467	321	16,034	65	1,672
Gasoline Stations	420	429,289	83	60,715	323	330,314	53	51,099
Clothing and Clothing Accessories Stores	2,214	219,991	257	20,529	1,269	155,625	265	10,286
Men's Clothing Stores	86	6,460	5	871	57	5,443	6	#
Women's Clothing Stores	331	34,184	44	4,478	207	24,774	28	1,624
Family Clothing Stores, Accessories, and Other Stores	1,130	138,854	137	10,941	626	96,454	158	7,732 #
Shoe Stores	152	25,667	20	2,740	89	14,862	5	228
Jewelry, Luggage, and Leather Goods Stores	515	14,826	51	1,499	290	14,092	68	702
Sporting Goods, Hobby, Book, and Music Stores	1,116	111,578	198	14,471	628	70,432	183	5,846
Sporting Goods Stores	245	43,754	90	6,057	203	29,512	86	4,249
Hobby, Toy and Musical Instrument Stores	298	34,541	41	4,048	159	26,228	26	607
Book, Periodical, and Music Stores	573	33,283	67	4,367	266	14,692	71	991
General Merchandise Stores	507	390,853	49	74,899	232	320,703	44	25,663
Miscellaneous Store Retailers	5,229	220,639	750	21,993	3,037	93,406	835	12,996
Florists	223	4,491	16	374	126	2,280	24	388
Office Supplies and Stationery Stores	76	87,715	6	2,476	50	13,799	9	1,997
Gift, Novelty, and Souvenir Stores	514	10,049	128	1,533	288	5,808	196	2,077
Used Merchandise Stores	399	7,446	127	1,633	187	4,226	64	1,255
Other Miscellaneous Store Retailers	4,017	110,937	473	15,976	2,386	67,293	542	7,278
Nonstore Retailers	6,976	18,112	1,277	3,477	3,777	11,614	1,300	5,380
Food Services and Drinking Places	4,323	503,061	539	58,001	2,092	283,960	482	43,685
Full-Service Restaurants	1,378	235,170	199	27,587	708	137,994	198	23,122
Limited-Service Eating Places	2,305	221,543	267	26,597	1,124	127,653	247	18,961
Special Food Services	459	28,826	46	1,218	169	7,093	24	857
Drinking Places (Alcoholic Beverages)	181	17,522	27	2,598	91	11,219	13	745
Total Retail and Food Services	26,241	3,288,226	4,078	440,898	14,423	2,153,361	3,928	270,181
All Other Outlets	14,107	2,020,567	1,883	180,586	7,361	800,906	1,774	109,180
Total All Outlets	40,348	5,308,793	5,961	621,484	21,784	2,954,267	5,702	379,361
Historical Data								
Comparable data for total all outlets:								
2005	42,792	6,025,819	6,357	688,518	23,692	3,360,448	6,421	441,399
2006	41,951	6,356,385	6,305	722,399	23,249	3,484,750	6,216	468,483
2007	42,014	6,484,363	6,231	727,576	23,181	3,558,538	6,122	479,146
2008	41,783	6,254,512	6,300	722,414	23,149	3,478,408	6,132	466,139
2009	38,663	5,005,818	5,840	599,889	21,395	2,926,826	5,592	371,864

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

TABLE 3. TAXABLE SALES IN THE 36 LARGEST COUNTIES, BY TYPE OF BUSINESS, SECOND QUARTER 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	1,017	285,961	125	40,296	155	46,574	745	238,090
New Car Dealers	68	169,224	11	21,346	8	29,616	52	164,912
Used Car Dealers	276	52,394	28	5,599	27	2,803	136	16,757
Other Motor Vehicle Dealers	67	19,073	13	2,178	15	945	65	15,090
Auto. Parts, Accessories and Tire Stores	606	45,271	73	11,173	105	13,211	492	41,332
Furniture and Home Furnishings Stores	373	42,544	53	5,599	47	2,190	258	77,247
Furniture Stores	203	28,064	18	2,472	20	546	135	67,519
Home Furnishings Stores	170	14,481	35	3,127	27	1,644	123	9,728
Electronics and Appliance Stores	443	44,056	77	5,179	50	7,609	268	35,553
Appliance, T.V., and Other Electronics Stores	209	27,846	26	2,668 #	22	#	152	20,704 #
Computer and Software Stores	218	14,611	48	2,510	28	7,609 #	108	14,849
Camera and Photographic Supplies Stores	16	1,598	3	#	--	#	8	#
Bldg. Matrl. and Garden Equip. and Supplies	408	161,854	166	49,696	100	19,759	347	144,571
Building Material and Supplies Dealers	242	122,268	95	33,390	64	16,197	229	115,687
Lawn and Garden Equip. and Supplies Stores	166	39,586	71	16,306	36	3,562	118	28,883
Food and Beverage Stores	787	150,621	124	28,273	104	16,393	654	128,897
Supermarkets and Other Grocery Stores	396	113,977	70	24,415	56	12,789	376	107,146
Convenience Stores	124	11,432	17	1,509 #	17	2,820 #	104	12,793
Specialty Food Stores	112	1,979	22	#	21	#	95	1,006
Beer, Wine, and Liquor Stores	155	23,233	15	2,349	10	784	79	7,952
Health and Personal Care Stores	384	46,374	77	9,523	50	4,015	326	37,228
Pharmacies and Drug Stores	143	34,335	41	7,974	21	2,562	116	28,380
Health and Personal Care Stores	241	12,038	36	1,549	29	1,453	210	8,848
Gasoline Stations	325	250,140	65	36,424	69	50,546	367	335,438
Clothing and Clothing Accessories Stores	1,393	94,274	197	10,658	344	30,744	750	63,227
Men's Clothing Stores	49	2,785	5	475	14	375	32	1,558
Women's Clothing Stores	178	16,313	33	1,530	87	4,732	103	10,948
Family Clothing Stores, Accessories, and Other Stores	907	58,188	117	5,888	159	20,417	420	35,714
Shoe Stores	83	10,169	10	1,223	58	3,833	74	8,597
Jewelry, Luggage, and Leather Goods Stores	176	6,819	32	1,542	26	1,387	121	6,411
Sporting Goods, Hobby, Book, and Music Stores	545	47,404	135	10,188	74	4,182	406	30,478
Sporting Goods Stores	188	17,647	49	5,198	30	976	153	13,743
Hobby, Toy and Musical Instrument Stores	134	16,851	31	2,549	31	2,527	121	11,507
Book, Periodical, and Music Stores	223	12,907	55	2,441	13	679	132	5,227
General Merchandise Stores	289	276,445	41	40,826	74	86,168	246	229,623
Miscellaneous Store Retailers	2,139	83,345	580	15,111	512	7,119	1,830	57,379
Florists	69	2,369	20	245	17	252	79	1,890
Office Supplies and Stationery Stores	43	21,345	5	#	5	2,003	33	13,227
Gift, Novelty, and Souvenir Stores	455	5,997	86	1,522	34	763	267	3,924
Used Merchandise Stores	444	4,035	56	2,082	260	407	226	2,185
Other Miscellaneous Store Retailers	1,128	49,600	413	11,262 #	196	3,695	1,225	36,153
Nonstore Retailers	2,561	10,602	1,278	3,626	465	1,423	3,050	10,771
Food Services and Drinking Places	1,989	230,665	384	34,767	327	36,425	1,620	195,983
Full-Service Restaurants	661	97,685	167	18,964	78	10,946	563	76,670
Limited-Service Eating Places	1,092	124,561	167	14,186	199	24,749	851	112,831
Special Food Services	184	5,359	28	264	35	354	149	3,890
Drinking Places (Alcoholic Beverages)	52	3,060	22	1,353	15	376	57	2,592
Total Retail and Food Services	12,653	1,724,287	3,302	290,164	2,371	313,147	10,867	1,584,486
All Other Outlets	6,697	820,128	1,340	142,234	1,061	181,816	4,978	1,054,537
Total All Outlets	19,350	2,544,415	4,642	432,397	3,432	494,963	15,845	2,639,023
Historical Data								
Comparable data for total all outlets:								
2005	20,201	2,999,066	4,802	405,105	4,343	495,745	16,341	2,674,688
2006	20,266	3,240,875	4,735	430,126	4,421	547,474	16,402	3,115,465
2007	20,415	3,241,671	4,712	440,123	4,079	548,819	16,679	3,090,112
2008	20,273	3,105,418	4,731	438,580	4,118	565,344	16,917	3,194,232
2009	19,004	2,549,588	4,532	381,535	3,432	438,673	15,331	2,506,959

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

TABLE 3. TAXABLE SALES IN THE 36 LARGEST COUNTIES, BY TYPE OF BUSINESS, SECOND QUARTER 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	101	28,024	8,576	2,845,677	171	119,683	96	27,249
New Car Dealers	8	19,146	537	2,122,858	25	99,374	5	15,347
Used Car Dealers	18	1,867	1,801	281,134	40	8,495	16	1,756
Other Motor Vehicle Dealers	9	238	517	101,626	30	3,663	14	3,716
Auto. Parts, Accessories and Tire Stores	66	6,773	5,721	340,060	76	8,151	61	6,431
Furniture and Home Furnishings Stores	29	2,790	5,183	516,271	215	26,220	40	2,833
Furniture Stores	23	2,186	2,647	319,198	98	11,576	16	1,269
Home Furnishings Stores	6	604	2,536	197,073	117	14,644	24	1,564
Electronics and Appliance Stores	38	1,894	6,248	854,886	152	30,557	33	2,467
Appliance, T.V., and Other Electronics Stores	20	1,249 #	3,095	518,094	51	21,405	18	1,569
Computer and Software Stores	17	644	2,837	297,251	95	8,534	11	786
Camera and Photographic Supplies Stores	1	#	316	39,541	6	619	4	112
Bldg. Matrl. and Garden Equip. and Supplies	59	21,362	3,568	1,565,782	138	64,927	137	37,834
Building Material and Supplies Dealers	33	16,343	2,707	1,488,829	89	58,435	71	25,423
Lawn and Garden Equip. and Supplies Stores	26	5,018	861	76,953	49	6,492	66	12,412
Food and Beverage Stores	103	19,593	8,579	1,404,766	210	63,236	130	23,675
Supermarkets and Other Grocery Stores	54	14,591	3,270	1,064,832	85	47,470	57	21,325
Convenience Stores	18	3,162	1,514	112,234	26	6,118	12	1,064
Specialty Food Stores	15	109	2,097	49,667	48	1,456	35	369
Beer, Wine, and Liquor Stores	16	1,731	1,698	178,034	51	8,191	26	916
Health and Personal Care Stores	40	5,041	7,345	697,730	154	28,340	36	6,182
Pharmacies and Drug Stores	12	3,985	1,871	416,374	34	21,835	19	5,663
Health and Personal Care Stores	28	1,057	5,474	281,356	120	6,506	17	518
Gasoline Stations	43	35,086	2,207	2,727,096	67	76,384	56	37,736
Clothing and Clothing Accessories Stores	147	11,307	23,307	1,796,292	549	66,515	125	6,310
Men's Clothing Stores	3	#	990	56,512	19	1,824	7	193
Women's Clothing Stores	16	1,857	4,108	322,301	97	11,358	27	1,497
Family Clothing Stores, Accessories, and Other Stores	91	6,780 #	12,546	1,077,037	264	47,343	64	3,605
Shoe Stores	13	1,368	1,943	189,677	25	2,300	7	468
Jewelry, Luggage, and Leather Goods Stores	24	1,303	3,720	150,766	144	3,689	20	547
Sporting Goods, Hobby, Book, and Music Stores	50	2,601	7,292	564,208	353	31,329	118	4,893
Sporting Goods Stores	18	#	1,869	201,189	99	16,899	37	2,470
Hobby, Toy and Musical Instrument Stores	12	2,155 #	2,095	206,794	73	8,441	33	1,283
Book, Periodical, and Music Stores	20	447	3,328	156,224	181	5,989	48	1,141
General Merchandise Stores	30	35,295	6,878	2,400,238	61	60,735	26	18,885
Miscellaneous Store Retailers	238	7,436	33,591	1,108,245	1,280	48,819	481	13,511
Florists	5	241	1,404	30,474	51	1,266	14	113
Office Supplies and Stationery Stores	6	#	737	271,147	18	6,219	8	#
Gift, Novelty, and Souvenir Stores	43	350	4,662	89,037	199	3,172	88	1,939
Used Merchandise Stores	56	336	3,707	37,060	127	2,575	40	448
Other Miscellaneous Store Retailers	128	6,509 #	23,081	680,527	885	35,586	331	11,012 #
Nonstore Retailers	264	1,876	44,018	206,707	2,114	6,833	974	4,113
Food Services and Drinking Places	266	29,373	25,699	3,631,111	724	108,881	287	24,801
Full-Service Restaurants	70	7,513	7,913	1,774,375	331	73,608	147	12,803
Limited-Service Eating Places	162	20,435	14,947	1,625,831	286	28,741	100	10,299
Special Food Services	25	953	2,244	171,952	90	4,408	23	132
Drinking Places (Alcoholic Beverages)	9	472	595	58,953	17	2,124	17	1,567
Total Retail and Food Services	1,408	201,676	182,491	20,319,009	6,188	732,459	2,539	210,490
All Other Outlets	674	90,694	88,802	8,644,323	4,054	230,763	1,166	64,434
Total All Outlets	2,082	292,370	271,293	28,963,332	10,242	963,222	3,705	274,924
Historical Data								
Comparable data for total all outlets:								
2005	2,143	305,550	298,083	32,734,147	11,138	1,029,804	3,754	303,041
2006	2,153	337,066	295,701	34,359,141	11,025	1,081,727	3,699	322,618
2007	2,178	338,153	290,344	34,955,755	10,851	1,105,495	3,749	341,986
2008	2,144	363,004	289,802	34,710,709	10,761	1,082,503	3,742	335,452
2009	1,998	303,907	264,928	27,956,745	10,226	902,107	3,637	269,422

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

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

(Taxable transactions in thousands of dollars)

Type of business	MERCED		MONTEREY		NAPA		NEVADA	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
<i>Retail and Food Services</i>								
Motor Vehicle and Parts Dealers	208	45,734	330	131,379	82	33,692	112	13,920
New Car Dealers	30	24,530	37	87,730	12	24,191	1	#
Used Car Dealers	45	8,320	75	19,345	9	1,029	13	2,047 #
Other Motor Vehicle Dealers	17	2,129	29	4,101	15	2,436	21	5,411
Auto. Parts, Accessories and Tire Stores	116	10,755	189	20,203	46	6,036	77	6,462
Furniture and Home Furnishings Stores	54	3,271	204	18,537	64	4,317	66	7,105
Furniture Stores	31	2,121	75	8,570	35	1,425	22	3,228
Home Furnishings Stores	23	1,150	129	9,967	29	2,892	44	3,877
Electronics and Appliance Stores	73	8,498	157	19,528	72	5,436	69	3,236
Appliance, T.V., and Other Electronics Stores	43	5,261 #	75	13,342	24	2,451 #	23	1,504 #
Computer and Software Stores	28	3,237	69	5,123	45	2,984	43	1,731
Camera and Photographic Supplies Stores	2	#	13	1,063	3	#	3	#
Bldg. Matrl. and Garden Equip. and Supplies	90	31,986	182	73,442	85	41,673	127	34,153
Building Material and Supplies Dealers	51	29,133	119	53,895	54	38,293	83	27,107
Lawn and Garden Equip. and Supplies Stores	39	2,853	63	19,547	31	3,381	44	7,046
Food and Beverage Stores	169	31,671	385	70,376	329	40,391	91	20,409
Supermarkets and Other Grocery Stores	89	21,287	182	48,528	60	24,201	41	18,390
Convenience Stores	29	6,941	63	11,675	17	2,593	13	1,322
Specialty Food Stores	28	180	62	2,989	26	498	23	126
Beer, Wine, and Liquor Stores	23	3,262	58	7,184	226	13,100	14	572
Health and Personal Care Stores	84	7,719	119	23,493	47	6,672	68	7,628
Pharmacies and Drug Stores	24	6,383	41	19,732	11	4,827	11	6,348
Health and Personal Care Stores	60	1,336	78	3,761	36	1,845	57	1,280
Gasoline Stations	91	106,081	137	129,664	34	48,676	33	26,838
Clothing and Clothing Accessories Stores	217	12,729	608	58,677	183	22,906	181	4,698
Men's Clothing Stores	6	#	29	2,403	6	653	7	#
Women's Clothing Stores	22	2,289	97	9,544	32	3,529	32	1,416
Family Clothing Stores, Accessories, and Other Stores	135	7,620 #	297	30,662	89	11,893	98	2,187 #
Shoe Stores	17	1,650	51	7,437	21	3,423	4	492
Jewelry, Luggage, and Leather Goods Stores	37	1,170	134	8,630	35	3,408	40	604
Sporting Goods, Hobby, Book, and Music Stores	91	6,395	247	21,157	108	7,566	152	5,446
Sporting Goods Stores	30	2,022	92	9,590	38	3,161	55	3,533
Hobby, Toy and Musical Instrument Stores	25	2,236	57	7,625	31	3,129	32	407
Book, Periodical, and Music Stores	36	2,136	98	3,941	39	1,277	65	1,506
General Merchandise Stores	55	66,321	97	111,661	29	43,546	34	10,101
Miscellaneous Store Retailers	399	12,149	1,104	48,839	469	21,830	575	10,471
Florists	19	319	57	1,770	24	1,002	12	289
Office Supplies and Stationery Stores	7	1,823	18	5,383	3	#	8	#
Gift, Novelty, and Souvenir Stores	83	503	249	8,993	73	1,136	120	1,063
Used Merchandise Stores	50	436	141	2,400	38	545	62	643
Other Miscellaneous Store Retailers	240	9,068	639	30,293	331	19,146 #	373	8,476 #
Nonstore Retailers	502	2,541	2,297	6,962	915	3,593	885	3,559
Food Services and Drinking Places	435	47,438	1,054	149,168	335	73,587	261	24,383
Full-Service Restaurants	143	16,941	441	84,267	143	52,095	109	12,743
Limited-Service Eating Places	228	29,380	479	53,789	128	16,933	125	10,681
Special Food Services	51	525	113	10,019	54	3,138	21	464
Drinking Places (Alcoholic Beverages)	13	593	21	1,093	10	1,421	6	496
Total Retail and Food Services	2,468	382,532	6,921	862,883	2,752	353,885	2,654	171,948
All Other Outlets	1,203	156,205	3,283	411,585	2,396	230,548	1,284	78,039
Total All Outlets	3,671	538,737	10,204	1,274,468	5,148	584,433	3,938	249,987
Historical Data								
Comparable data for total all outlets:								
2005	4,059	638,831	11,283	1,392,909	4,791	593,087	4,359	315,959
2006	3,960	672,535	11,155	1,454,252	4,844	623,396	4,291	341,778
2007	3,946	655,060	11,161	1,464,152	4,948	669,393	4,228	333,334
2008	3,996	645,118	11,168	1,426,112	5,023	675,535	4,176	316,673
2009	3,617	524,794	10,125	1,183,539	4,992	567,391	3,871	243,592

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

TABLE 3. TAXABLE SALES IN THE 36 LARGEST COUNTIES, BY TYPE OF BUSINESS, SECOND QUARTER 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	2,950	1,325,165	407	274,232	1,872	651,363	1,438	397,989
New Car Dealers	225	989,020	37	178,037	116	447,076	65	258,796
Used Car Dealers	704	175,252	117	60,269	345	53,818	404	40,807
Other Motor Vehicle Dealers	335	56,694	60	16,608	257	55,653	113	31,587
Auto. Parts, Accessories and Tire Stores	1,686	104,198	193	19,319	1,154	94,816	856	66,798
Furniture and Home Furnishings Stores	2,022	212,703	237	44,814	952	96,029	641	57,263
Furniture Stores	943	128,039	110	30,288	431	58,457	279	31,520
Home Furnishings Stores	1,079	84,664	127	14,526	521	37,572	362	25,743
Electronics and Appliance Stores	2,854	508,860	269	52,219	903	109,290	785	156,503
Appliance, T.V., and Other Electronics Stores	1,004	199,246	99	33,983 #	422	86,598	324	71,746
Computer and Software Stores	1,666	298,429	153	18,236	452	21,823	432	83,400
Camera and Photographic Supplies Stores	184	11,184	17	#	29	869	29	1,357
Bldg. Matrl. and Garden Equip. and Supplies	1,380	565,022	273	90,421	911	327,155	544	256,177
Building Material and Supplies Dealers	1,042	520,863	187	79,928	574	297,687	386	234,486
Lawn and Garden Equip. and Supplies Stores	338	44,159	86	10,493	337	29,469	158	21,691
Food and Beverage Stores	2,332	492,127	256	66,586	1,197	340,037	1,006	214,443
Supermarkets and Other Grocery Stores	857	364,795	76	50,135	475	258,307	397	162,978
Convenience Stores	313	40,751	43	5,794	213	45,966	205	23,347
Specialty Food Stores	694	23,921	89	2,486	303	7,054	240	2,615
Beer, Wine, and Liquor Stores	468	62,660	48	8,170	206	28,710	164	25,504
Health and Personal Care Stores	2,466	203,124	288	24,242	949	99,184	757	84,356
Pharmacies and Drug Stores	501	125,873	38	13,319	271	72,569	153	51,166
Health and Personal Care Stores	1,965	77,250	250	10,923	678	26,615	604	33,190
Gasoline Stations	697	944,077	113	150,264	482	668,196	365	381,932
Clothing and Clothing Accessories Stores	6,441	695,835	702	84,700	3,060	329,479	2,124	184,390
Men's Clothing Stores	238	21,216	17	1,812	158	11,919	66	7,740
Women's Clothing Stores	956	123,078	84	14,515	441	52,060	240	26,243
Family Clothing Stores, Accessories, and Other Stores	3,633	430,046	437	53,603	1,765	188,610	1,294	112,658
Shoe Stores	449	52,733	42	6,438	280	37,642	127	21,945
Jewelry, Luggage, and Leather Goods Stores	1,165	68,762	122	8,332	416	39,248	397	15,805
Sporting Goods, Hobby, Book, and Music Stores	2,839	251,001	430	40,379	1,145	95,618	1,067	99,500
Sporting Goods Stores	1,061	121,563	172	22,157	467	43,826	337	41,611
Hobby, Toy and Musical Instrument Stores	663	75,830	95	12,042	308	33,583	252	29,503
Book, Periodical, and Music Stores	1,115	53,608	163	6,180	370	18,209	478	28,386
General Merchandise Stores	1,504	1,031,027	135	133,002	681	680,766	402	451,465
Miscellaneous Store Retailers	10,917	394,435	1,693	44,921	5,547	159,453	4,483	140,410
Florists	477	10,969	50	560	161	2,948	180	3,930
Office Supplies and Stationery Stores	302	89,007	28	6,952	127	31,701	82	34,181
Gift, Novelty, and Souvenir Stores	1,746	31,679	319	3,917	759	14,751	819	11,487
Used Merchandise Stores	1,054	14,914	246	2,270	626	5,727	558	9,155
Other Miscellaneous Store Retailers	7,338	247,867	1,050	31,221	3,874	104,326	2,844	81,657
Nonstore Retailers	13,754	124,907	2,350	6,121	10,793	24,959	6,230	26,301
Food Services and Drinking Places	7,920	1,306,283	957	133,059	4,042	592,874	3,316	420,209
Full-Service Restaurants	2,479	680,484	358	74,092	1,259	255,455	1,088	197,143
Limited-Service Eating Places	4,531	537,068	523	55,688	2,375	313,611	1,807	203,476
Special Food Services	717	63,904	61	1,501	313	14,820	338	11,719
Drinking Places (Alcoholic Beverages)	193	24,827	15	1,778	95	8,988	83	7,871
Total Retail and Food Services	58,076	8,054,565	8,110	1,144,957	32,534	4,174,404	23,158	2,870,938
All Other Outlets	33,971	3,873,095	3,329	325,857	13,154	1,584,053	9,631	1,332,202
Total All Outlets	92,047	11,927,660	11,439	1,470,814	45,688	5,758,457	32,789	4,203,139
Historical Data								
Comparable data for total all outlets:								
2005	102,858	13,808,933	11,488	1,799,059	44,222	7,176,851	36,079	5,371,204
2006	102,539	14,366,842	11,623	1,906,413	43,672	7,715,947	35,406	5,410,875
2007	99,088	14,564,882	11,676	1,974,661	45,279	7,445,499	35,023	5,379,623
2008	97,612	14,052,944	12,104	1,725,061	46,272	6,886,696	35,547	5,146,944
2009	90,231	11,248,375	11,135	1,423,619	42,765	5,513,354	31,644	4,157,867

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

TABLE 3. TAXABLE SALES IN THE 36 LARGEST COUNTIES, BY TYPE OF BUSINESS, SECOND QUARTER 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
Retail and Food Services								
Motor Vehicle and Parts Dealers	2,272	659,307	2,819	1,149,404	252	109,043	668	199,087
New Car Dealers	86	403,045	229	824,010	19	86,492	38	117,674
Used Car Dealers	454	89,354	792	124,033	52	3,498	144	15,643
Other Motor Vehicle Dealers	227	61,024	361	77,427	28	6,941	70	27,935
Auto. Parts, Accessories and Tire Stores	1,505	105,884	1,437	123,934	153	12,112	416	37,835
Furniture and Home Furnishings Stores	898	124,174	1,502	207,630	554	77,498	215	17,012
Furniture Stores	445	64,327	597	130,161	263	40,503	103	9,847
Home Furnishings Stores	453	59,847	905	77,469	291	36,996	112	7,165
Electronics and Appliance Stores	897	103,258	1,969	300,834	488	93,905	252	28,694
Appliance, T.V., and Other Electronics Stores	451	75,318	768	195,701	178	39,880	125	20,362
Computer and Software Stores	414	27,635	1,099	98,683	259	46,772	115	8,046
Camera and Photographic Supplies Stores	32	305	102	6,450	51	7,253	12	286
Bldg. Matrl. and Garden Equip. and Supplies	826	325,117	1,417	520,486	321	83,879	285	115,883
Building Material and Supplies Dealers	583	311,356	912	481,071	242	78,316	186	103,087
Lawn and Garden Equip. and Supplies Stores	243	13,760	505	39,415	79	5,563	99	12,796
Food and Beverage Stores	1,301	289,228	2,118	489,600	1,156	150,437	606	96,737
Supermarkets and Other Grocery Stores	480	212,192	758	348,370	647	112,330	252	74,924
Convenience Stores	261	43,077	385	59,322	130	7,235	99	9,016
Specialty Food Stores	294	5,105	534	12,920	240	6,042	150	2,774
Beer, Wine, and Liquor Stores	266	28,854	441	68,989	139	24,830	105	10,024
Health and Personal Care Stores	932	101,407	1,663	193,903	552	91,294	279	27,918
Pharmacies and Drug Stores	247	56,191	485	129,226	132	#	76	21,521
Health and Personal Care Stores	685	45,216	1,178	64,677	420	91,294 #	203	6,397
Gasoline Stations	597	769,339	787	907,222	126	130,008	220	250,901
Clothing and Clothing Accessories Stores	3,207	294,756	5,607	652,875	2,331	347,849	726	59,813
Men's Clothing Stores	145	8,944	199	16,154	94	8,393	23	1,671
Women's Clothing Stores	442	44,331	829	93,932	437	65,410	79	8,614
Family Clothing Stores, Accessories, and Other Stores	1,899	163,064	3,114	407,895	1,054	199,226	449	37,826
Shoe Stores	363	40,622	414	63,326	126	29,525	56	7,877
Jewelry, Luggage, and Leather Goods Stores	358	37,795	1,051	71,569	620	45,295	119	3,826
Sporting Goods, Hobby, Book, and Music Stores	1,118	112,710	2,757	228,414	847	83,973	321	32,295
Sporting Goods Stores	410	45,991	978	102,551	137	31,151	133	17,621
Hobby, Toy and Musical Instrument Stores	350	40,859	639	74,550	154	15,117	95	9,559
Book, Periodical, and Music Stores	358	25,859	1,140	51,314	556	37,705	93	5,115
General Merchandise Stores	1,021	616,258	926	994,753	273	158,229	156	206,744
Miscellaneous Store Retailers	5,540	300,180	10,379	344,439	3,789	163,328	1,448	80,750
Florists	139	3,376	609	20,293	235	7,157	43	1,143
Office Supplies and Stationery Stores	108	155,630	198	57,403	51	18,987	28	#
Gift, Novelty, and Souvenir Stores	700	12,339	1,264	32,476	602	28,193	256	2,620
Used Merchandise Stores	997	5,621	1,309	19,883	300	7,464	190	3,458
Other Miscellaneous Store Retailers	3,596	123,215	6,999	214,384	2,601	101,526	931	73,529 #
Nonstore Retailers	11,547	35,272	15,932	38,932	2,465	10,818	1,974	12,482
Food Services and Drinking Places	3,912	555,645	7,586	1,241,141	4,233	705,639	1,384	156,854
Full-Service Restaurants	1,153	218,416	2,558	653,117	2,028	470,781	464	67,723
Limited-Service Eating Places	2,371	319,763	4,101	513,283	1,623	140,083	702	83,335
Special Food Services	264	9,189	663	39,541	311	62,179	175	3,729
Drinking Places (Alcoholic Beverages)	124	8,276	264	35,200	271	32,596	43	2,067
Total Retail and Food Services	34,068	4,286,651	55,462	7,269,633	17,387	2,205,900	8,534	1,285,171
All Other Outlets	13,494	1,853,915	27,732	3,042,768	9,509	1,108,521	4,099	649,276
Total All Outlets	47,562	6,140,566	83,194	10,312,401	26,896	3,314,421	12,633	1,934,447
Historical Data								
Comparable data for total all outlets:								
2005	48,172	7,477,700	90,620	11,812,236	29,674	3,216,183	13,653	2,459,147
2006	46,528	8,056,565	91,251	12,068,820	28,968	3,410,335	13,290	2,488,457
2007	47,810	7,817,444	85,341	12,069,563	27,906	3,597,111	13,300	2,437,566
2008	48,994	7,389,093	87,050	11,862,623	27,882	3,814,560	13,419	2,355,091
2009	45,062	5,892,417	80,595	9,719,316	26,459	3,096,070	12,297	1,850,741

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

TABLE 3. TAXABLE SALES IN THE 36 LARGEST COUNTIES, BY TYPE OF BUSINESS, SECOND QUARTER 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	288	84,080	455	279,296	285	118,814	1,101	634,542
New Car Dealers	26	52,134	60	238,910	32	92,689	90	522,212
Used Car Dealers	50	8,824	115	9,998	59	4,265	253	30,882
Other Motor Vehicle Dealers	61	10,353	34	5,813	44	5,698	111	24,209
Auto. Parts, Accessories and Tire Stores	151	12,769	246	24,575	150	16,161	647	57,239
Furniture and Home Furnishings Stores	161	15,149	417	75,444	218	18,417	760	114,329
Furniture Stores	65	6,877	185	51,755	96	9,877	322	67,293
Home Furnishings Stores	96	8,271	232	23,689	122	8,540	438	47,037
Electronics and Appliance Stores	132	16,517	424	84,578	183	33,584	1,395	333,913
Appliance, T.V., and Other Electronics Stores	49	12,178 #	156	47,089	89	20,789 #	492	147,021
Computer and Software Stores	75	4,339	248	36,174	89	12,795	870	183,000
Camera and Photographic Supplies Stores	8	#	20	1,315	5	#	33	3,892
Bldg. Matrl. and Garden Equip. and Supplies	257	68,427	350	191,882	268	97,976	679	342,659
Building Material and Supplies Dealers	151	54,796	232	174,947	147	77,098	508	312,717
Lawn and Garden Equip. and Supplies Stores	106	13,631	118	16,935	121	20,879	171	29,942
Food and Beverage Stores	299	55,107	537	124,540	399	92,305	1,254	240,770
Supermarkets and Other Grocery Stores	88	38,776	248	91,172	165	68,884	437	169,556
Convenience Stores	36	6,235	70	8,575	57	10,584	229	25,423
Specialty Food Stores	61	1,234	119	3,183	59	1,025	308	5,857
Beer, Wine, and Liquor Stores	114	8,862	100	21,610	118	11,813	280	39,933
Health and Personal Care Stores	123	19,400	317	59,954	204	30,628	806	131,555
Pharmacies and Drug Stores	34	14,902	76	45,023	63	23,635	214	88,435
Health and Personal Care Stores	89	4,498	241	14,931	141	6,992	592	43,120
Gasoline Stations	102	98,819	219	232,677	117	122,586	399	518,787
Clothing and Clothing Accessories Stores	403	45,264	1,053	136,769	582	66,094	2,388	438,226
Men's Clothing Stores	15	2,317	32	3,444	20	765	93	11,521
Women's Clothing Stores	74	8,989	174	18,958	113	13,195	452	62,335
Family Clothing Stores, Accessories, and Other Stores	240	27,250	498	89,283	281	40,750	1,158	259,492
Shoe Stores	23	4,391	65	11,654	49	4,737	198	45,950
Jewelry, Luggage, and Leather Goods Stores	51	2,318	284	13,431	119	6,646	487	58,928
Sporting Goods, Hobby, Book, and Music Stores	303	21,881	544	63,557	347	27,417	1,230	148,969
Sporting Goods Stores	131	13,484	179	27,791	139	13,385	384	64,856
Hobby, Toy and Musical Instrument Stores	64	4,711	132	21,860	59	7,606	360	48,172
Book, Periodical, and Music Stores	108	3,686	233	13,906	149	6,426	486	35,941
General Merchandise Stores	84	72,412	189	229,534	111	102,538	379	542,291
Miscellaneous Store Retailers	1,131	35,174	2,166	110,229	1,144	50,124	4,325	158,177
Florists	45	939	123	3,997	69	#	219	4,486
Office Supplies and Stationery Stores	26	6,188	40	36,454	16	6,732	88	25,830
Gift, Novelty, and Souvenir Stores	220	4,696	319	12,349	158	5,109	676	14,865
Used Merchandise Stores	137	1,963	226	3,699	143	3,526	315	7,442
Other Miscellaneous Store Retailers	703	21,388	1,458	53,730	758	34,756 #	3,027	105,553
Nonstore Retailers	2,124	4,159	2,593	13,128	2,836	5,741	7,845	37,597
Food Services and Drinking Places	823	112,860	2,076	324,766	1,109	170,613	4,654	724,865
Full-Service Restaurants	381	70,954	850	190,553	460	92,063	1,693	387,826
Limited-Service Eating Places	365	36,897	910	107,995	496	69,617	2,238	278,617
Special Food Services	47	2,265	263	22,164	100	3,912	600	45,905
Drinking Places (Alcoholic Beverages)	30	2,745	53	4,053	53	5,021	123	12,517
Total Retail and Food Services	6,230	649,250	11,340	1,926,355	7,803	936,839	27,215	4,366,681
All Other Outlets	3,195	236,754	7,639	1,035,811	4,495	380,944	16,368	3,151,197
Total All Outlets	9,425	886,003	18,979	2,962,166	12,298	1,317,782	43,583	7,517,878
Historical Data								
Comparable data for total all outlets:								
2005	9,759	984,484	21,440	3,119,520	13,212	1,463,380	48,903	7,464,372
2006	9,750	1,036,938	21,082	3,222,598	13,170	1,512,740	48,313	8,193,418
2007	9,857	1,049,342	20,202	3,329,177	13,177	1,540,532	47,651	8,544,966
2008	10,040	1,023,488	19,853	3,475,133	13,114	1,557,842	47,253	8,432,594
2009	9,412	918,169	18,840	2,782,826	12,303	1,280,212	43,396	6,695,256

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

TABLE 3. TAXABLE SALES IN THE 36 LARGEST COUNTIES, BY TYPE OF BUSINESS, SECOND QUARTER 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
<i>Retail and Food Services</i>								
Motor Vehicle and Parts Dealers	184	55,030	229	61,786	302	134,466	404	166,012
New Car Dealers	14	33,953	9	26,841	29	95,264	29	115,304
Used Car Dealers	36	5,583	53	10,931	69	4,908	99	11,629
Other Motor Vehicle Dealers	42	5,773	47	9,741	43	17,348	65	14,081
Auto. Parts, Accessories and Tire Stores	92	9,721	120	14,273	161	16,947	211	24,999
Furniture and Home Furnishings Stores	135	10,145	61	7,031	126	16,771	244	25,443
Furniture Stores	59	4,294	23	3,603	58	10,139	101	13,979
Home Furnishings Stores	76	5,851	38	3,428	68	6,632	143	11,464
Electronics and Appliance Stores	165	15,174	112	11,777	141	24,306	226	37,684
Appliance, T.V., and Other Electronics Stores	57	10,687	35	9,650 #	75	20,864 #	94	28,491 #
Computer and Software Stores	99	4,453	73	2,126	58	3,442	121	9,192
Camera and Photographic Supplies Stores	9	34	4	#	8	#	11	#
Bldg. Matrl. and Garden Equip. and Supplies	208	66,671	176	45,788	149	66,883	363	140,092
Building Material and Supplies Dealers	118	54,276	107	40,419	111	61,069	206	120,733
Lawn and Garden Equip. and Supplies Stores	90	12,396	69	5,369	38	5,813	157	19,359
Food and Beverage Stores	245	53,294	107	32,576	261	53,476	559	109,207
Supermarkets and Other Grocery Stores	97	36,186	71	28,884	95	38,018	184	80,329
Convenience Stores	31	4,490	9	647	52	6,356	63	9,565
Specialty Food Stores	59	1,659	14	192	58	2,035	91	2,178
Beer, Wine, and Liquor Stores	58	10,958	13	2,853	56	7,067	221	17,135
Health and Personal Care Stores	127	22,663	105	13,240	133	21,388	201	32,827
Pharmacies and Drug Stores	39	19,819	56	8,369	27	12,299	54	26,613
Health and Personal Care Stores	88	2,844	49	4,871	106	9,088	147	6,215
Gasoline Stations	75	71,192	88	71,874	142	138,437	152	149,872
Clothing and Clothing Accessories Stores	448	31,718	146	17,004	444	81,157	589	61,453
Men's Clothing Stores	16	1,198	6	1,485	21	2,675	24	2,711
Women's Clothing Stores	82	4,671	16	1,966	67	9,304	101	11,496
Family Clothing Stores, Accessories, and Other Stores	236	18,703	74	9,730	237	47,298	285	33,514
Shoe Stores	28	4,212	17	2,522	43	10,255	53	8,485
Jewelry, Luggage, and Leather Goods Stores	86	2,934	33	1,302	76	11,626	126	5,248
Sporting Goods, Hobby, Book, and Music Stores	297	18,545	174	11,150	202	20,192	399	35,709
Sporting Goods Stores	100	8,871	77	6,139	79	8,600	116	18,067
Hobby, Toy and Musical Instrument Stores	77	6,167	30	3,006	45	6,848	94	9,580
Book, Periodical, and Music Stores	120	3,507	67	2,005	78	4,744	189	8,063
General Merchandise Stores	58	53,423	29	72,820	96	139,592	85	151,617
Miscellaneous Store Retailers	991	30,808	637	20,465	958	36,133	1,901	59,146
Florists	35	682	17	428	34	1,068	62	1,313
Office Supplies and Stationery Stores	11	7,048	13	2,645	12	3,775	22	9,529
Gift, Novelty, and Souvenir Stores	199	4,862	96	1,947	110	2,165	260	3,880
Used Merchandise Stores	141	1,824	96	1,454	125	2,310	282	3,437
Other Miscellaneous Store Retailers	605	16,391	415	13,992	677	26,815	1,275	40,986
Nonstore Retailers	2,086	3,760	1,187	2,705	1,590	5,853	4,574	12,845
Food Services and Drinking Places	692	89,096	455	46,482	810	112,293	1,300	148,354
Full-Service Restaurants	281	51,770	165	23,692 #	264	46,283	551	81,472
Limited-Service Eating Places	319	34,258	228	21,602	449	61,665	563	56,771
Special Food Services	71	1,634	38	#	62	2,074	144	5,597
Drinking Places (Alcoholic Beverages)	21	1,434	24	1,188	35	2,270	42	4,515
Total Retail and Food Services	5,711	521,519	3,506	414,698	5,354	850,946	10,997	1,130,261
All Other Outlets	2,511	163,827	1,946	186,898	2,485	447,874	6,306	478,138
Total All Outlets	8,222	685,346	5,452	601,595	7,839	1,298,820	17,303	1,608,398
Historical Data								
Comparable data for total all outlets:								
2005	8,801	771,048	6,027	696,277	8,591	1,506,610	17,620	1,910,282
2006	8,626	803,021	6,057	758,352	8,568	1,596,715	17,612	2,005,280
2007	8,568	825,298	5,967	745,158	8,531	1,624,997	17,638	2,021,917
2008	8,614	800,635	5,896	701,025	8,499	1,517,219	17,764	1,948,910
2009	8,092	662,671	5,373	572,058	7,655	1,338,140	16,810	1,558,279

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

TABLE 3. TAXABLE SALES IN THE 36 LARGEST COUNTIES, BY TYPE OF BUSINESS, SECOND QUARTER 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	620	167,672	420	96,210	561	341,903	170	53,475
New Car Dealers	37	88,950	36	62,351	65	275,381	11	31,753
Used Car Dealers	162	41,241	79	7,552	94	15,004	35	2,229
Other Motor Vehicle Dealers	47	11,910	31	4,937	98	18,258	20	3,764
Auto. Parts, Accessories and Tire Stores	374	25,570	274	21,370	304	33,261	104	15,730
Furniture and Home Furnishings Stores	213	19,027	162	11,419	337	43,628	56	20,675
Furniture Stores	104	9,917	86	6,208	153	21,372	28	#
Home Furnishings Stores	109	9,110	76	5,211	184	22,256	28	20,675 #
Electronics and Appliance Stores	232	25,525	151	50,827	378	68,613	78	9,100
Appliance, T.V., and Other Electronics Stores	119	17,364 #	75	45,740 #	163	51,446	34	5,207 #
Computer and Software Stores	107	8,161	72	5,086	201	16,188	41	3,893
Camera and Photographic Supplies Stores	6	#	4	#	14	980	3	#
Bldg. Matrl. and Garden Equip. and Supplies	238	109,255	252	75,453	359	153,125	94	42,848
Building Material and Supplies Dealers	154	91,413	121	55,211	227	135,313	65	37,169
Lawn and Garden Equip. and Supplies Stores	84	17,842	131	20,242	132	17,812	29	5,679
Food and Beverage Stores	421	78,782	327	56,464	598	131,070	152	34,829
Supermarkets and Other Grocery Stores	194	57,478	203	50,332	232	99,803	71	28,484
Convenience Stores	83	8,434	33	2,843	84	11,225	26	3,769
Specialty Food Stores	78	960	59	610	135	3,094	25	483
Beer, Wine, and Liquor Stores	66	11,910	32	2,680	147	16,949	30	2,092
Health and Personal Care Stores	226	25,593	154	15,519	395	53,096	81	11,190
Pharmacies and Drug Stores	59	18,631	51	12,034	115	34,092	21	6,882
Health and Personal Care Stores	167	6,962	103	3,485	280	19,004	60	4,308
Gasoline Stations	155	148,965	176	124,979	196	237,392	68	79,170
Clothing and Clothing Accessories Stores	552	58,973	631	40,054	1,123	178,038	168	11,820
Men's Clothing Stores	25	2,035	17	1,940	49	5,931	2	#
Women's Clothing Stores	68	9,410	93	5,743	198	28,916	15	880
Family Clothing Stores, Accessories, and Other Stores	312	33,334	390	24,366	600	100,802	111	8,836 #
Shoe Stores	51	8,578	51	5,580	114	21,135	10	1,292
Jewelry, Luggage, and Leather Goods Stores	96	5,616	80	2,425	162	21,253	30	812
Sporting Goods, Hobby, Book, and Music Stores	253	25,267	189	16,706	566	59,677	138	10,174
Sporting Goods Stores	92	8,945	58	5,983	230	26,753	53	4,770
Hobby, Toy and Musical Instrument Stores	69	11,238	59	5,849	128	20,410	27	2,244
Book, Periodical, and Music Stores	92	5,085	72	4,874	208	12,514	58	3,161
General Merchandise Stores	113	177,876	156	140,008	308	237,684	32	63,697
Miscellaneous Store Retailers	1,080	45,870	967	25,757	1,991	67,259	447	17,456
Florists	55	961	29	897	107	2,064	20	325
Office Supplies and Stationery Stores	19	8,560	12	3,798	53	12,386	6	1,997
Gift, Novelty, and Souvenir Stores	211	4,038	160	1,916	245	6,215	85	622
Used Merchandise Stores	114	1,009	231	1,336	204	3,826	47	1,279
Other Miscellaneous Store Retailers	681	31,303	535	17,810	1,382	42,768	289	13,232
Nonstore Retailers	1,456	8,500	1,440	5,070	5,477	22,995	598	3,955
Food Services and Drinking Places	1,053	129,264	812	89,134	1,845	267,092	433	52,740
Full-Service Restaurants	363	53,210	279	33,232	685	127,834	163	26,038 #
Limited-Service Eating Places	563	71,823	449	54,276	986	131,883	233	26,114
Special Food Services	91	2,012	62	938	141	5,331	26	#
Drinking Places (Alcoholic Beverages)	36	2,220	22	687	33	2,044	11	587
Total Retail and Food Services	6,612	1,020,569	5,837	747,599	14,134	1,861,572	2,515	411,129
All Other Outlets	3,269	505,432	2,597	410,550	8,288	668,468	1,520	364,516
Total All Outlets	9,881	1,526,001	8,434	1,158,149	22,422	2,530,040	4,035	775,645
Historical Data								
Comparable data for total all outlets:								
2005	11,127	1,857,325	8,901	1,130,569	24,228	3,005,031	4,021	786,931
2006	10,903	1,886,912	8,839	1,285,102	24,093	3,104,354	4,059	837,667
2007	10,887	1,825,014	8,855	1,276,406	23,953	3,170,438	4,084	842,743
2008	10,928	1,782,858	8,795	1,318,072	23,940	2,967,979	4,138	874,928
2009	9,644	1,480,613	8,239	1,064,210	22,564	2,445,073	3,892	734,052

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

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

TABLE 4. TAXABLE SALES IN THE 22 SMALLEST COUNTIES, BY TYPE OF BUSINESS, SECOND QUARTER 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	4,596	51	1,619	21	7,996
Home Furnishings and Appliance Stores	3	#	50	2,533	51	1,926	13	248
Bldg. Matrl. and Garden Equip. and Supplies	1	#	45	12,265	44	6,373	25	2,850
Food and Beverage Stores	6	135	45	7,144	54	8,330	23	2,602
Gasoline Stations	2	#	22	11,546	28	10,295	15	9,282
Clothing and Clothing Accessories Stores	1	#	50	1,261	48	795	13	126
General Merchandise Stores	--	#	15	#	15	1,130	4	102
Food Services and Drinking Places	7	118	123	7,670	117	7,573	55	5,116
Other Retail Group	23	945 #	587	19,058 #	648	7,533	131	7,508
Total Retail and Food Services	45	1,199	976	66,073	1,056	45,574	300	35,830
All Other Outlets	23	2,744	422	24,534	469	23,898	201	79,529
Totals All Outlets	68	3,943	1,398	90,607	1,525	69,472	501	115,359
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	14	2,248	43	4,893	23	4,825	67	8,682
Home Furnishings and Appliance Stores	17	496	9	191	17	1,080	57	3,194
Bldg. Matrl. and Garden Equip. and Supplies	20	5,718	33	2,929	23	4,666	59	10,612
Food and Beverage Stores	24	5,172	27	3,594	17	5,220	61	13,599
Gasoline Stations	7	5,551	17	11,887	26	19,220	19	14,002
Clothing and Clothing Accessories Stores	20	396	10	150	15	507	39	637
General Merchandise Stores	7	#	8	#	11	5,865	11	16,313
Food Services and Drinking Places	62	5,260	67	4,882	63	7,752	148	10,166
Other Retail Group	210	10,996 #	239	9,131 #	269	5,491	760	8,367
Total Retail and Food Services	381	35,837	453	37,658	464	54,626	1,221	85,573
All Other Outlets	185	14,513	232	41,822	233	25,454	538	29,755
Totals All Outlets	566	50,350	685	79,480	697	80,079	1,759	115,328
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	19	4,843	170	30,267	20	706	11	1,376
Home Furnishings and Appliance Stores	22	1,896	93	4,638	14	299	6	200
Bldg. Matrl. and Garden Equip. and Supplies	33	4,060	88	25,585	21	2,195	17	1,773
Food and Beverage Stores	19	2,380	118	22,444	29	3,918	12	1,025
Gasoline Stations	17	8,247	51	54,439	11	3,124	4	2,707
Clothing and Clothing Accessories Stores	12	699	179	3,411	18	258	4	107
General Merchandise Stores	5	#	47	#	1	#	1	#
Food Services and Drinking Places	46	4,305	252	23,516	42	4,021	38	1,518
Other Retail Group	196	11,534 #	991	33,395 #	274	3,303 #	104	1,831 #
Total Retail and Food Services	369	37,962	1,989	197,695	430	17,825	197	10,539
All Other Outlets	219	16,142	897	103,963	217	29,174	124	8,152
Totals All Outlets	588	54,104	2,886	301,658	647	47,000	321	18,691
Type of business	MONO		PLUMAS		SAN BENITO		SIERRA	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	11	346	25	1,953	51	9,045	2	#
Home Furnishings and Appliance Stores	18	507	34	656	41	1,165	3	#
Bldg. Matrl. and Garden Equip. and Supplies	19	2,526	46	4,919	32	6,296	8	441
Food and Beverage Stores	20	3,370	21	4,708	42	7,164	5	445
Gasoline Stations	12	5,845	17	4,846	16	11,478	3	#
Clothing and Clothing Accessories Stores	25	2,205	20	364	50	777	2	#
General Merchandise Stores	12	445	9	499	9	8,496	6	64
Food Services and Drinking Places	85	8,490	104	4,062	110	10,136	17	486
Other Retail Group	190	6,719	391	3,914	482	10,687	44	717 #
Total Retail and Food Services	392	30,453	667	25,920	833	65,244	90	2,153
All Other Outlets	189	12,997	300	17,486	411	40,094	29	3,795
Totals All Outlets	581	43,450	967	43,407	1,244	105,337	119	5,948

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

TABLE 4. TAXABLE SALES IN THE 22 SMALLEST COUNTIES, BY TYPE OF BUSINESS, SECOND QUARTER 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	50	6,401	114	32,045	61	22,753	11	413
Home Furnishings and Appliance Stores	52	2,096	73	6,851	30	1,615	8	233
Bldg. Matrl. and Garden Equip. and Supplies	84	7,800	60	39,523	55	11,868	20	3,276
Food and Beverage Stores	48	8,276	82	14,102	46	8,073	19	972
Gasoline Stations	36	24,238	39	27,322	30	36,360	17	4,266
Clothing and Clothing Accessories Stores	34	808	117	10,194	18	528	10	150
General Merchandise Stores	8	#	27	50,371	9	#	2	#
Food Services and Drinking Places	157	9,764	182	21,843	125	10,109	43	1,562
Other Retail Group	734	14,150 #	601	21,966	595	18,059 #	263	2,302 #
Total Retail and Food Services	1,203	73,533	1,295	224,216	969	109,365	393	13,174
All Other Outlets	612	34,049	647	94,869	475	31,356	167	5,355
Totals All Outlets	1,815	107,582	1,942	319,085	1,444	140,720	560	18,529
Type of business	TUOLUMNE		YUBA					
	Permits	Taxable transactions	Permits	Taxable transactions				
Retail and Food Services								
Motor Vehicle and Parts Dealers	61	11,126	65	7,197				
Home Furnishings and Appliance Stores	69	3,146	43	1,517				
Bldg. Matrl. and Garden Equip. and Supplies	61	10,544	50	9,308				
Food and Beverage Stores	49	9,204	58	6,226				
Gasoline Stations	26	16,349	28	20,735				
Clothing and Clothing Accessories Stores	83	4,220	58	517				
General Merchandise Stores	13	#	14	#				
Food Services and Drinking Places	149	12,351	122	9,901				
Other Retail Group	803	29,722 #	456	18,825 #				
Total Retail and Food Services	1,314	96,662	894	74,225				
All Other Outlets	623	34,443	361	39,435				
Totals All Outlets	1,937	131,104	1,255	113,660				

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

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

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, SECOND QUARTER 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	17	754	55	6,657	73	78,907	18	939
Home Furnishings and Appliance Stores	63	11,791	73	3,027	73	2,563	92	12,327
Bldg. Matrl. and Garden Equip. and Supplies	20	4,713	32	4,322	18	#	9	#
Food and Beverage Stores	13	3,520	76	14,244	50	7,773	19	6,339
Gasoline Stations	15	17,021	10	12,016	11	21,793	10	14,000
Clothing and Clothing Accessories Stores	47	820	91	5,947	85	3,774	82	#
General Merchandise Stores	18	52	17	#	51	46,650	21	#
Food Services and Drinking Places	62	12,372	223	23,937	212	34,422	66	11,610
Other Retail Group	297	7,040	822	21,040 #	493	34,927 #	394	34,337 #
Total Retail and Food Services	552	58,081	1,399	91,191	1,066	230,809	711	79,553
All Other Outlets	330	11,027	595	43,159	549	28,292	367	10,084
Totals All Outlets	882	69,108	1,994	134,350	1,615	259,101	1,078	89,637
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	382	95,626	51	26,184	34	2,400	34	#
Home Furnishings and Appliance Stores	357	45,775	51	3,411	39	5,103	95	2,416
Bldg. Matrl. and Garden Equip. and Supplies	177	88,445	27	15,892	18	16,507	21	1,859
Food and Beverage Stores	272	40,788	50	12,715	36	10,789	46	10,164
Gasoline Stations	84	108,617	25	20,173	12	16,473	13	16,717
Clothing and Clothing Accessories Stores	421	24,116	115	8,092	46	3,379	190	44,226
General Merchandise Stores	105	39,593	26	53,067	17	25,133	53	18,573
Food Services and Drinking Places	803	165,945	156	21,728	121	15,854	189	31,760
Other Retail Group	1,982	77,567	522	15,532	459	8,327	596	39,790 #
Total Retail and Food Services	4,583	686,472	1,023	176,795	782	103,964	1,237	165,506
All Other Outlets	3,624	561,470	425	22,753	279	6,510	654	19,402
Totals All Outlets	8,207	1,247,942	1,448	199,548	1,061	110,474	1,891	184,908
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	16	6,705	39	5,328	33	6,952	51	2,503
Home Furnishings and Appliance Stores	33	3,328	25	1,944	29	1,603	28	962
Bldg. Matrl. and Garden Equip. and Supplies	16	5,286	34	12,372	15	3,309	15	528
Food and Beverage Stores	18	4,123	21	8,633	20	4,309	42	4,272
Gasoline Stations	7	9,109	13	11,017	9	#	14	15,346
Clothing and Clothing Accessories Stores	26	2,488	22	740	38	1,156	44	2,896
General Merchandise Stores	5	#	8	3,631	1	#	20	#
Food Services and Drinking Places	57	7,493	68	7,473	62	6,430	108	10,215
Other Retail Group	266	20,023 #	356	6,690	314	42,742 #	231	30,746 #
Total Retail and Food Services	444	58,554	586	57,828	521	66,501	553	67,469
All Other Outlets	191	6,635	292	7,750	265	10,732	389	21,083
Totals All Outlets	635	65,189	878	65,578	786	77,233	942	88,552
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	303	175,029	52	6,772	35	5,606	29	4,817
Home Furnishings and Appliance Stores	276	39,511	40	1,101	12	1,069	25	5,048
Bldg. Matrl. and Garden Equip. and Supplies	120	72,147	30	14,908	5	#	17	#
Food and Beverage Stores	232	51,899	52	6,424	31	6,756	20	5,058
Gasoline Stations	114	114,324	13	14,906	26	61,700	6	11,129
Clothing and Clothing Accessories Stores	438	52,386	54	1,545	56	25,160	36	#
General Merchandise Stores	110	190,354	33	23,657	10	#	14	#
Food Services and Drinking Places	782	117,664	113	15,597	100	17,933	60	7,777
Other Retail Group	2,686	81,086	242	10,196	129	19,383 #	522	32,404 #
Total Retail and Food Services	5,061	894,398	629	95,107	404	137,606	729	66,234
All Other Outlets	2,128	271,078	438	21,450	133	7,666	149	7,408
Totals All Outlets	7,189	1,165,476	1,067	116,557	537	145,272	878	73,642

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

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, SECOND QUARTER 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	102	18,380	26	1,673	42	27,757	20	65,649
Home Furnishings and Appliance Stores	64	1,485	32	1,548	153	15,028	91	7,101
Bldg. Matrl. and Garden Equip. and Supplies	15	1,287	17	3,786	53	21,226	16	1,006
Food and Beverage Stores	55	7,625	13	4,521	125	21,149	30	4,191
Gasoline Stations	21	22,384	14	15,712	25	20,374	7	7,638
Clothing and Clothing Accessories Stores	62	1,445	37	591	246	13,748	377	146,166
General Merchandise Stores	25	5,329	8	#	53	2,161	35	58,552
Food Services and Drinking Places	152	12,831	71	7,173	521	58,188	213	65,929
Other Retail Group	422	5,702	380	10,057 #	1,892	57,458	866	37,669
Total Retail and Food Services	918	76,467	598	45,061	3,110	237,088	1,655	393,901
All Other Outlets	419	14,895	400	84,900	1,230	78,570	882	84,891
Totals All Outlets	1,337	91,363	998	129,961	4,340	315,658	2,537	478,792
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	58	5,538	39	9,368	45	116,918	101	33,577
Home Furnishings and Appliance Stores	92	11,394	51	8,472	84	156,214	206	95,803
Bldg. Matrl. and Garden Equip. and Supplies	24	31,594	18	13,715	24	#	50	42,472
Food and Beverage Stores	31	8,382	29	10,747	57	10,424	98	24,631
Gasoline Stations	10	19,307	14	18,593	17	16,072	33	35,249
Clothing and Clothing Accessories Stores	174	59,184	76	10,077	97	9,186	268	24,901
General Merchandise Stores	30	46,914	10	#	34	27,389	57	68,271
Food Services and Drinking Places	156	39,778	117	16,646	205	36,205	378	73,945
Other Retail Group	457	30,814	317	15,699 #	509	23,342 #	1,056	74,387
Total Retail and Food Services	1,032	252,905	671	103,317	1,072	395,751	2,247	473,238
All Other Outlets	867	97,537	298	15,619	683	83,844	1,585	146,594
Totals All Outlets	1,899	350,442	969	118,935	1,755	479,595	3,832	619,832
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	57,574	12	33,099	47	7,194	42	12,668
Home Furnishings and Appliance Stores	58	4,138	35	2,534	50	654	72	7,137
Bldg. Matrl. and Garden Equip. and Supplies	25	3,852	7	#	27	322	29	19,749
Food and Beverage Stores	38	5,144	14	6,280	26	3,606	56	11,419
Gasoline Stations	11	8,160	7	8,768	15	15,499	19	27,480
Clothing and Clothing Accessories Stores	95	10,453	84	3,955	217	7,285	162	73,830
General Merchandise Stores	11	15	12	#	42	#	22	18,510
Food Services and Drinking Places	136	24,125	44	9,877	80	8,125	161	28,774
Other Retail Group	327	14,929	241	9,385 #	751	30,745 #	689	19,065
Total Retail and Food Services	739	128,390	456	73,896	1,255	73,431	1,252	218,632
All Other Outlets	660	50,773	294	58,575	251	4,537	949	56,297
Totals All Outlets	1,399	179,164	750	132,472	1,506	77,968	2,201	274,928
Type of business	CAMPBELL		CAPITOLA		CARLSBAD		CARSON	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	62	6,207	8	11,877	56	123,647	81	54,201
Home Furnishings and Appliance Stores	87	23,044	28	3,721	170	16,628	54	36,019
Bldg. Matrl. and Garden Equip. and Supplies	39	27,583	8	#	37	3,542	35	17,470
Food and Beverage Stores	33	8,559	19	7,536	57	20,316	62	11,226
Gasoline Stations	16	17,808	5	6,216	25	30,285	34	27,257
Clothing and Clothing Accessories Stores	70	10,116	87	11,713	314	73,401	125	4,813
General Merchandise Stores	9	5,645	7	12,303	28	50,389	45	29,066
Food Services and Drinking Places	140	26,942	82	12,432	242	50,514	223	27,446
Other Retail Group	455	16,701	208	15,933 #	1,504	26,633	538	53,228
Total Retail and Food Services	911	142,604	452	81,731	2,433	395,355	1,197	260,727
All Other Outlets	752	29,766	123	7,489	1,455	140,381	1,005	117,733
Totals All Outlets	1,663	172,370	575	89,221	3,888	535,736	2,202	378,460

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

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, SECOND QUARTER 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	63	59,209	35	5,736	41	158,311	96	36,371
Home Furnishings and Appliance Stores	52	3,808	28	772	86	18,733	116	17,307
Bldg. Matrl. and Garden Equip. and Supplies	15	1,317	18	12,450	14	#	58	34,559
Food and Beverage Stores	39	8,174	33	9,232	24	3,608	67	21,197
Gasoline Stations	17	17,920	14	16,853	10	9,540	34	28,704
Clothing and Clothing Accessories Stores	36	2,026	32	1,315	138	56,786	163	18,215
General Merchandise Stores	12	7,151	9	19,203	21	44,189	31	57,406
Food Services and Drinking Places	116	12,503	81	10,082	152	29,251	321	39,017
Other Retail Group	329	6,231	189	6,533	435	39,107 #	917	33,158
Total Retail and Food Services	679	118,340	439	82,177	921	359,524	1,803	285,934
All Other Outlets	338	20,026	197	21,919	641	77,512	810	67,134
Totals All Outlets	1,017	138,366	636	104,096	1,562	437,036	2,613	353,069
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	80	11,086	25	3,178	177	46,006	55	10,071
Home Furnishings and Appliance Stores	96	4,992	67	8,417	216	34,150	76	10,518
Bldg. Matrl. and Garden Equip. and Supplies	40	9,252	13	#	74	25,996	20	16,146
Food and Beverage Stores	47	10,434	31	11,666	128	30,313	50	11,848
Gasoline Stations	19	25,792	11	20,562	49	62,610	19	15,934
Clothing and Clothing Accessories Stores	96	25,216	96	8,196	332	32,274	126	15,823
General Merchandise Stores	45	54,301	32	#	83	145,295	27	73,088
Food Services and Drinking Places	171	25,867	122	23,645	435	73,513	180	26,771
Other Retail Group	524	23,453	386	43,524 #	1,155	46,803	620	23,780
Total Retail and Food Services	1,118	190,394	783	119,189	2,649	496,960	1,173	203,979
All Other Outlets	1,098	142,861	300	15,143	1,415	63,490	353	15,013
Totals All Outlets	2,216	333,256	1,083	134,331	4,064	560,450	1,526	218,992
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	10	#	97	45,841	21	3,280	73	19,245
Home Furnishings and Appliance Stores	24	397	94	10,294	13	828	36	8,790
Bldg. Matrl. and Garden Equip. and Supplies	9	833	35	29,329	5	884	10	#
Food and Beverage Stores	22	5,439	46	18,840	29	11,538	47	11,525
Gasoline Stations	10	10,279	27	24,748	9	23,842	15	16,925
Clothing and Clothing Accessories Stores	64	1,303	134	12,142	28	1,905	35	#
General Merchandise Stores	12	237	25	61,190	1	#	14	#
Food Services and Drinking Places	93	12,270	221	33,244	60	6,381	107	12,138
Other Retail Group	321	20,342 #	611	28,354	91	2,303 #	213	24,683 #
Total Retail and Food Services	565	51,100	1,290	263,983	257	50,960	550	93,307
All Other Outlets	227	7,068	655	32,714	87	16,281	309	33,099
Totals All Outlets	792	58,168	1,945	296,697	344	67,241	859	126,406
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	29	5,558	90	5,643	118	100,662	210	56,649
Home Furnishings and Appliance Stores	39	3,014	61	8,223	142	36,393	200	21,428
Bldg. Matrl. and Garden Equip. and Supplies	23	14,573	19	#	77	52,949	78	34,240
Food and Beverage Stores	26	2,257	101	16,392	95	21,521	84	23,605
Gasoline Stations	15	21,467	22	16,898	43	32,921	38	67,037
Clothing and Clothing Accessories Stores	116	29,461	199	8,039	184	27,693	225	20,210
General Merchandise Stores	16	24,997	71	8,710	45	64,663	57	74,820
Food Services and Drinking Places	82	11,731	172	14,328	301	39,506	319	51,471
Other Retail Group	136	7,500	606	16,101 #	854	41,911	1,227	30,454
Total Retail and Food Services	482	120,557	1,341	94,334	1,859	418,219	2,438	379,914
All Other Outlets	868	165,724	538	39,943	1,072	81,401	1,413	228,683
Totals All Outlets	1,350	286,281	1,879	134,278	2,931	499,620	3,851	608,597

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

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, SECOND QUARTER 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	20,320	296	126,000	65	30,779	41	22,079
Home Furnishings and Appliance Stores	20	8,968	493	63,428	60	#	135	32,794
Bldg. Matrl. and Garden Equip. and Supplies	7	2,226	127	28,005	18	#	41	8,361
Food and Beverage Stores	13	3,615	132	31,542	44	8,491	50	12,307
Gasoline Stations	2	#	40	49,588	13	13,479	16	20,409
Clothing and Clothing Accessories Stores	58	29,574	1,165	189,349	98	2,996	180	29,751
General Merchandise Stores	5	8,358	235	83,020	38	13,622	34	79,538
Food Services and Drinking Places	29	9,290	458	79,407	151	21,910	216	38,741
Other Retail Group	117	18,024 #	4,284	59,439	450	41,143 #	693	35,350
Total Retail and Food Services	260	100,375	7,230	709,779	937	132,420	1,406	279,330
All Other Outlets	161	19,557	2,531	144,766	569	16,568	687	58,461
Totals All Outlets	421	119,932	9,761	854,545	1,506	148,987	2,093	337,792
Type of business	CUPERTINO		CYPRESS		DALY CITY		DANA POINT	
	Permits	Taxable transactions						
Retail and Food Services								
Motor Vehicle and Parts Dealers	11	718	43	3,351	38	24,640	21	3,460
Home Furnishings and Appliance Stores	93	53,713	88	4,016	59	3,946	66	1,333
Bldg. Matrl. and Garden Equip. and Supplies	22	4,237	30	#	23	#	16	4,262
Food and Beverage Stores	40	8,141	33	5,249	54	10,385	26	9,463
Gasoline Stations	14	15,393	11	14,104	19	26,635	12	15,266
Clothing and Clothing Accessories Stores	84	7,473	214	3,474	132	20,353	79	2,544
General Merchandise Stores	29	26,267	91	38,577	20	24,122	20	423
Food Services and Drinking Places	154	28,456	138	15,630	187	36,483	101	22,247
Other Retail Group	731	8,640	1,496	75,244 #	438	28,554 #	480	9,416
Total Retail and Food Services	1,178	153,037	2,144	159,644	970	175,117	821	68,414
All Other Outlets	447	318,778	492	86,457	408	15,550	399	24,349
Totals All Outlets	1,625	471,815	2,636	246,101	1,378	190,668	1,220	92,764
Type of business	DANVILLE		DAVIS		DELANO		DIAMOND BAR	
	Permits	Taxable transactions						
Retail and Food Services								
Motor Vehicle and Parts Dealers	13	832	24	24,650	26	6,397	35	1,191
Home Furnishings and Appliance Stores	59	3,387	40	1,435	19	953	81	2,252
Bldg. Matrl. and Garden Equip. and Supplies	23	3,461	18	4,619	14	14,124	15	1,047
Food and Beverage Stores	19	7,733	33	10,470	47	9,402	28	3,886
Gasoline Stations	13	14,472	13	15,221	12	10,644	16	24,771
Clothing and Clothing Accessories Stores	79	5,665	58	2,212	29	1,496	55	493
General Merchandise Stores	9	#	5	#	14	7,144	30	8,797
Food Services and Drinking Places	107	16,033	155	22,741	63	5,947	116	11,708
Other Retail Group	535	36,495 #	464	19,730 #	115	2,521	331	5,015
Total Retail and Food Services	857	88,078	810	101,076	339	58,628	707	59,160
All Other Outlets	396	8,911	285	13,396	125	22,291	462	13,329
Totals All Outlets	1,253	96,989	1,095	114,472	464	80,919	1,169	72,489
Type of business	DIXON		DOWNEY		DUARTE		DUBLIN	
	Permits	Taxable transactions						
Retail and Food Services								
Motor Vehicle and Parts Dealers	19	11,651	89	43,721	23	37,789	40	82,149
Home Furnishings and Appliance Stores	11	39	89	16,209	16	#	71	26,730
Bldg. Matrl. and Garden Equip. and Supplies	13	1,132	25	16,438	9	1,055	23	14,938
Food and Beverage Stores	14	2,410	77	12,279	19	2,542	20	5,737
Gasoline Stations	10	11,622	30	34,881	3	#	17	23,426
Clothing and Clothing Accessories Stores	15	#	181	25,937	28	239	42	12,501
General Merchandise Stores	5	#	64	29,464	15	22,905	5	#
Food Services and Drinking Places	55	6,361	259	42,845	62	7,629	140	28,774
Other Retail Group	125	16,075 #	887	18,594	127	14,093 #	324	34,240 #
Total Retail and Food Services	267	49,290	1,701	240,368	302	86,252	682	228,496
All Other Outlets	124	51,625	656	37,235	153	8,478	349	52,316
Totals All Outlets	391	100,914	2,357	277,603	455	94,730	1,031	280,812

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

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, SECOND QUARTER 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	123	89,207	49	23,963	14	#	169	118,857
Home Furnishings and Appliance Stores	94	18,427	23	7,613	27	2,738	87	5,623
Bldg. Matrl. and Garden Equip. and Supplies	49	35,131	29	14,006	9	4,694	40	21,666
Food and Beverage Stores	96	17,389	29	6,157	17	5,362	116	9,908
Gasoline Stations	50	45,556	16	12,469	5	4,506	21	21,728
Clothing and Clothing Accessories Stores	174	19,498	92	22,423	42	6,039	161	4,391
General Merchandise Stores	29	34,288	21	50,951	6	862	67	14,503
Food Services and Drinking Places	234	31,570	121	20,812	69	7,670	233	17,684
Other Retail Group	629	26,931	170	8,756	242	26,856 #	473	9,637
Total Retail and Food Services	1,478	317,997	550	167,150	431	58,727	1,367	223,997
All Other Outlets	855	123,971	363	30,825	149	3,934	830	42,289
Totals All Outlets	2,333	441,968	913	197,975	580	62,660	2,197	266,286
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	1,108	83	76,612	9	#	33	25,690
Home Furnishings and Appliance Stores	48	14,547	104	17,054	43	35,820	107	13,468
Bldg. Matrl. and Garden Equip. and Supplies	8	2,927	35	17,260	8	#	56	22,015
Food and Beverage Stores	14	6,608	59	21,916	21	5,211	54	18,456
Gasoline Stations	8	24,342	24	35,568	4	5,327	21	28,742
Clothing and Clothing Accessories Stores	65	7,343	175	15,100	64	20,239	162	8,790
General Merchandise Stores	10	#	30	36,407	3	#	17	#
Food Services and Drinking Places	148	25,694	231	39,067	110	19,607	206	34,151
Other Retail Group	238	18,887 #	995	32,505	200	35,939 #	1,242	46,825 #
Total Retail and Food Services	555	101,457	1,736	291,489	462	122,143	1,898	198,137
All Other Outlets	435	128,535	627	41,623	295	35,017	858	24,126
Totals All Outlets	990	229,993	2,363	333,112	757	157,160	2,756	222,264
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	134,424	56	27,939	73	33,521	33	64,515
Home Furnishings and Appliance Stores	139	8,122	52	6,089	70	12,350	101	12,564
Bldg. Matrl. and Garden Equip. and Supplies	74	45,730	37	15,614	29	13,232	24	21,018
Food and Beverage Stores	115	30,333	30	9,167	63	14,126	51	15,751
Gasoline Stations	41	63,020	20	11,258	31	32,859	16	17,110
Clothing and Clothing Accessories Stores	267	39,158	73	7,883	127	16,533	155	28,659
General Merchandise Stores	35	30,801	25	35,566	34	51,085	22	57,990
Food Services and Drinking Places	316	43,342	142	15,475	208	32,126	209	31,328
Other Retail Group	1,248	35,546	461	18,037	704	18,001	725	29,202
Total Retail and Food Services	2,414	430,476	896	147,027	1,339	223,833	1,336	278,137
All Other Outlets	1,292	105,101	392	31,677	639	71,942	542	33,362
Totals All Outlets	3,706	535,577	1,288	178,704	1,978	295,774	1,878	311,499
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	205	97,045	42	13,932	149	117,415	609	180,832
Home Furnishings and Appliance Stores	126	3,910	110	28,106	310	35,144	525	64,743
Bldg. Matrl. and Garden Equip. and Supplies	60	30,375	24	3,960	56	34,648	178	83,224
Food and Beverage Stores	110	27,591	58	9,160	116	19,910	456	89,154
Gasoline Stations	54	74,892	29	29,646	45	55,098	170	136,903
Clothing and Clothing Accessories Stores	307	12,453	67	4,324	150	10,975	858	75,105
General Merchandise Stores	85	57,160	15	52,923	60	56,302	144	184,551
Food Services and Drinking Places	291	42,560	162	21,749	417	51,629	1,202	159,741
Other Retail Group	1,738	38,341	463	23,143	1,435	72,228	2,775	124,850
Total Retail and Food Services	2,976	384,326	970	186,942	2,738	453,349	6,917	1,099,104
All Other Outlets	944	111,062	641	27,238	2,066	192,127	3,899	321,553
Totals All Outlets	3,920	495,387	1,611	214,180	4,804	645,476	10,816	1,420,657

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

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

Type of business	FULLERTON		GARDEN GROVE		GARDENA		GILROY	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	157	32,346	162	52,826	115	17,956	70	26,186
Home Furnishings and Appliance Stores	115	14,312	168	5,768	70	4,216	63	12,094
Bldg. Matrl. and Garden Equip. and Supplies	33	12,622	60	23,196	28	14,655	23	16,315
Food and Beverage Stores	100	21,062	160	17,860	67	11,882	53	7,717
Gasoline Stations	31	44,002	39	56,801	15	22,337	21	30,196
Clothing and Clothing Accessories Stores	200	14,194	177	8,557	126	1,085	162	53,393
General Merchandise Stores	56	52,225	54	42,410	45	16,419	20	41,044
Food Services and Drinking Places	332	51,092	449	54,173	263	24,091	138	24,051
Other Retail Group	909	31,307	1,008	49,791	557	8,983	381	16,495
Total Retail and Food Services	1,933	273,163	2,277	311,381	1,286	121,624	931	227,491
All Other Outlets	1,354	88,622	1,376	54,705	954	35,788	435	30,927
Totals All Outlets	3,287	361,785	3,653	366,087	2,240	157,412	1,366	258,418
Type of business	GLENDALE		GLENDORA		GOLETA		GRASS VALLEY	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	190	117,418	69	25,341	32	16,593	42	10,206
Home Furnishings and Appliance Stores	278	15,256	71	9,324	45	15,066	37	4,055
Bldg. Matrl. and Garden Equip. and Supplies	62	23,685	30	#	24	19,029	25	15,479
Food and Beverage Stores	197	31,398	27	8,048	38	8,090	23	11,627
Gasoline Stations	36	42,061	11	10,793	12	14,799	12	13,132
Clothing and Clothing Accessories Stores	485	82,833	100	2,574	34	995	47	1,461
General Merchandise Stores	100	46,956	71	30,233	10	22,367	14	9,036
Food Services and Drinking Places	533	66,756	117	16,069	95	16,942	95	10,987
Other Retail Group	1,742	43,820	756	25,970 #	414	12,394	306	12,457
Total Retail and Food Services	3,623	470,182	1,252	128,353	704	126,275	601	88,438
All Other Outlets	1,815	109,048	440	13,074	506	39,161	295	16,702
Totals All Outlets	5,438	579,230	1,692	141,427	1,210	165,436	896	105,141
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	46	21,622	83	40,590	204	45,414	14	12,215
Home Furnishings and Appliance Stores	42	3,095	57	15,428	150	10,203	19	724
Bldg. Matrl. and Garden Equip. and Supplies	21	15,988	25	29,914	71	43,244	19	8,175
Food and Beverage Stores	40	10,340	59	8,414	112	17,451	33	5,110
Gasoline Stations	17	13,899	16	18,538	47	48,596	7	6,543
Clothing and Clothing Accessories Stores	98	10,360	85	8,088	185	20,473	40	2,538
General Merchandise Stores	19	31,204	32	46,367	64	66,323	4	680
Food Services and Drinking Places	142	18,240	174	17,967	382	38,269	51	8,898
Other Retail Group	341	11,576	328	16,756	955	28,943	245	4,379
Total Retail and Food Services	766	136,326	859	202,063	2,170	318,915	432	49,261
All Other Outlets	314	22,311	451	24,213	1,718	224,894	289	24,991
Totals All Outlets	1,080	158,637	1,310	226,276	3,888	543,809	721	74,252
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	67	53,014	11	4,804	132	9,408	37	8,733
Home Furnishings and Appliance Stores	61	3,094	20	2,518	70	1,444	24	496
Bldg. Matrl. and Garden Equip. and Supplies	21	16,896	8	#	34	4,678	18	5,626
Food and Beverage Stores	48	9,729	22	5,656	47	12,798	25	6,426
Gasoline Stations	29	25,473	2	#	36	43,585	14	10,649
Clothing and Clothing Accessories Stores	69	7,570	100	1,166	52	272	32	411
General Merchandise Stores	31	28,007	14	#	28	12,616	8	8,275
Food Services and Drinking Places	176	22,556	123	19,408	126	18,159	79	7,693
Other Retail Group	496	12,733	355	12,352 #	523	6,581	221	3,987
Total Retail and Food Services	998	179,073	655	45,905	1,048	109,540	458	52,295
All Other Outlets	392	18,606	231	3,823	481	27,906	256	10,972
Totals All Outlets	1,390	197,679	886	49,728	1,529	137,446	714	63,267

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

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, SECOND QUARTER 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	217	88,553	44	20,750	78	34,420	98	58,321
Home Furnishings and Appliance Stores	258	18,831	64	6,325	87	8,184	177	69,027
Bldg. Matrl. and Garden Equip. and Supplies	99	35,409	16	#	48	11,436	48	21,535
Food and Beverage Stores	133	35,976	93	6,907	52	12,049	50	4,138
Gasoline Stations	53	53,128	6	7,559	12	14,067	17	18,995
Clothing and Clothing Accessories Stores	462	23,515	234	10,876	240	5,208	407	15,923
General Merchandise Stores	150	39,811	54	8,932	58	11,286	210	56,770
Food Services and Drinking Places	504	80,665	200	16,559	195	18,991	156	28,270
Other Retail Group	2,687	57,735	386	21,027 #	1,390	8,381	2,318	17,414
Total Retail and Food Services	4,563	433,623	1,097	98,935	2,160	124,023	3,481	290,394
All Other Outlets	2,284	157,532	409	20,757	476	25,947	1,313	312,186
Totals All Outlets	6,847	591,155	1,506	119,691	2,636	149,970	4,794	602,580
Type of business	INGLEWOOD		IRVINE		LA HABRA		LA MESA	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	87	26,691	135	122,667	73	7,062	51	47,611
Home Furnishings and Appliance Stores	73	2,510	530	74,984	46	6,611	74	8,353
Bldg. Matrl. and Garden Equip. and Supplies	22	#	80	20,772	34	18,368	19	6,426
Food and Beverage Stores	106	14,170	119	34,495	64	11,294	50	12,787
Gasoline Stations	23	20,609	27	49,718	18	15,620	19	20,260
Clothing and Clothing Accessories Stores	241	16,072	408	42,624	50	6,307	101	10,668
General Merchandise Stores	62	29,701	73	61,205	24	54,286	17	48,659
Food Services and Drinking Places	259	26,482	572	116,513	165	20,449	170	30,952
Other Retail Group	689	35,502 #	1,815	65,434	339	11,082	552	23,068
Total Retail and Food Services	1,562	171,736	3,759	588,411	813	151,078	1,053	208,783
All Other Outlets	524	52,333	3,076	407,182	494	25,669	507	16,025
Totals All Outlets	2,086	224,069	6,835	995,593	1,307	176,746	1,560	224,809
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	21	3,819	65	7,317	17	9,481	22	589
Home Furnishings and Appliance Stores	41	#	57	#	43	8,759	29	6,557
Bldg. Matrl. and Garden Equip. and Supplies	14	11,758	16	1,791	13	13,841	11	#
Food and Beverage Stores	27	4,689	50	6,209	21	11,678	16	3,896
Gasoline Stations	15	28,940	8	8,585	4	7,662	8	11,309
Clothing and Clothing Accessories Stores	41	2,756	134	2,973	70	5,531	37	3,369
General Merchandise Stores	12	1,926	80	1,507	10	47,999	20	11,811
Food Services and Drinking Places	106	13,111	120	8,526	97	19,405	76	11,338
Other Retail Group	316	68,332 #	678	12,562 #	556	9,015	250	11,103 #
Total Retail and Food Services	593	135,331	1,208	49,472	831	133,372	469	59,972
All Other Outlets	371	55,315	243	4,103	330	16,884	292	18,789
Totals All Outlets	964	190,646	1,451	53,575	1,161	150,256	761	78,760
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	1,555	36	4,055	39	32,231	59	20,305
Home Furnishings and Appliance Stores	81	1,237	98	12,059	136	7,176	46	2,259
Bldg. Matrl. and Garden Equip. and Supplies	25	3,623	23	1,234	27	12,905	15	12,250
Food and Beverage Stores	26	6,335	30	4,564	30	13,504	37	8,674
Gasoline Stations	8	4,998	10	9,679	10	14,213	16	25,055
Clothing and Clothing Accessories Stores	167	5,898	111	12,253	105	6,821	100	9,640
General Merchandise Stores	21	143	21	17,431	25	63,418	21	32,594
Food Services and Drinking Places	110	29,010	90	18,398	123	21,136	124	16,688
Other Retail Group	848	11,812	415	11,006	645	14,862	445	9,399
Total Retail and Food Services	1,297	64,610	834	90,679	1,140	186,267	863	136,863
All Other Outlets	449	18,863	523	22,732	614	26,788	334	13,537
Totals All Outlets	1,746	83,473	1,357	113,411	1,754	213,055	1,197	150,400

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

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, SECOND QUARTER 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	79	15,729	37	24,291	138	41,817	41	5,272
Home Furnishings and Appliance Stores	160	11,226	47	11,410	110	4,049	34	1,970
Bldg. Matrl. and Garden Equip. and Supplies	35	24,236	21	14,358	44	20,376	8	5,484
Food and Beverage Stores	54	14,306	56	11,038	74	15,920	30	3,239
Gasoline Stations	19	27,269	21	27,005	33	34,993	11	15,086
Clothing and Clothing Accessories Stores	105	6,196	148	22,951	188	8,069	20	937
General Merchandise Stores	25	17,179	42	61,130	53	63,491	9	#
Food Services and Drinking Places	227	34,254	182	34,141	290	36,443	72	7,498
Other Retail Group	718	31,559	599	16,309	784	20,411	160	4,981 #
Total Retail and Food Services	1,422	181,955	1,153	222,631	1,714	245,570	385	44,467
All Other Outlets	909	79,284	272	10,838	863	84,033	184	6,558
Totals All Outlets	2,331	261,239	1,425	233,469	2,577	329,602	569	51,025
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	17,131	18	2,077	85	39,089	106	21,145
Home Furnishings and Appliance Stores	20	739	24	543	101	7,088	60	3,209
Bldg. Matrl. and Garden Equip. and Supplies	12	#	13	8,731	51	25,428	32	15,624
Food and Beverage Stores	19	5,955	18	6,670	57	12,771	68	10,860
Gasoline Stations	11	10,818	5	6,761	34	34,966	26	21,498
Clothing and Clothing Accessories Stores	26	2,061	34	2,266	67	3,049	72	4,768
General Merchandise Stores	5	#	6	#	24	42,636	15	26,357
Food Services and Drinking Places	56	7,330	66	8,653	203	29,181	174	19,635
Other Retail Group	167	26,190 #	274	8,866 #	694	16,095	505	12,423
Total Retail and Food Services	341	70,225	458	44,568	1,316	210,301	1,058	135,519
All Other Outlets	171	8,383	202	12,463	946	195,242	512	80,799
Totals All Outlets	512	78,607	660	57,030	2,262	405,543	1,570	216,318
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	25	8,992	332	60,173	2	#	2,993	742,168
Home Furnishings and Appliance Stores	19	1,569	347	18,543	55	1,861	4,378	389,756
Bldg. Matrl. and Garden Equip. and Supplies	13	6,802	108	#	9	#	1,281	452,910
Food and Beverage Stores	43	10,489	458	66,873	26	7,342	3,581	555,835
Gasoline Stations	10	9,558	111	136,818	8	9,691	785	1,017,643
Clothing and Clothing Accessories Stores	24	2,219	578	36,839	75	3,255	10,199	616,646
General Merchandise Stores	6	#	340	68,565	3	#	2,244	597,945
Food Services and Drinking Places	88	9,656	1,112	167,507	79	10,480	10,478	1,437,541
Other Retail Group	309	14,254 #	3,517	378,493 #	421	11,542 #	30,435	843,179
Total Retail and Food Services	537	63,539	6,903	933,811	678	44,170	66,374	6,653,623
All Other Outlets	249	7,917	2,481	259,146	361	5,254	35,631	2,058,275
Totals All Outlets	786	71,455	9,384	1,192,956	1,039	49,424	102,005	8,711,898
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	28	3,112	25	14,388	51	3,126	55	11,973
Home Furnishings and Appliance Stores	26	804	73	4,094	54	1,303	39	1,674
Bldg. Matrl. and Garden Equip. and Supplies	9	6,389	19	3,540	19	#	18	10,649
Food and Beverage Stores	18	6,247	37	11,126	69	9,017	49	8,894
Gasoline Stations	13	12,644	11	12,414	10	15,387	22	12,673
Clothing and Clothing Accessories Stores	29	922	98	8,021	102	3,538	90	2,143
General Merchandise Stores	11	13,909	10	367	27	2,669	25	#
Food Services and Drinking Places	78	9,951	124	22,865	140	13,592	127	12,461
Other Retail Group	153	3,977	505	17,661	330	10,081 #	300	22,093 #
Total Retail and Food Services	365	57,955	902	94,477	802	58,713	725	82,561
All Other Outlets	152	9,432	469	105,313	282	11,018	301	37,135
Totals All Outlets	517	67,388	1,371	199,790	1,084	69,731	1,026	119,696

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

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, SECOND QUARTER 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	#	12	#	54	22,195	23	1,717
Home Furnishings and Appliance Stores	29	587	54	#	45	5,499	27	467
Bldg. Matrl. and Garden Equip. and Supplies	14	847	7	#	20	11,735	12	16,480
Food and Beverage Stores	14	5,971	32	13,309	51	8,342	21	6,426
Gasoline Stations	9	6,569	4	7,131	29	18,224	17	11,970
Clothing and Clothing Accessories Stores	98	8,207	117	14,756	53	6,747	33	746
General Merchandise Stores	12	#	18	24,231	11	38,336	6	#
Food Services and Drinking Places	55	19,438	141	35,859	150	19,557	88	7,142
Other Retail Group	254	7,549 #	442	50,065 #	343	17,300	382	18,217 #
Total Retail and Food Services	489	49,168	827	145,351	756	147,934	609	63,164
All Other Outlets	228	6,422	355	38,674	346	32,587	288	45,378
Totals All Outlets	717	55,590	1,182	184,025	1,102	180,521	897	108,543
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	30	3,835	5	#	74	32,627	30	30,680
Home Furnishings and Appliance Stores	29	#	66	6,029	58	5,778	97	26,386
Bldg. Matrl. and Garden Equip. and Supplies	25	#	15	3,438	22	18,293	18	12,284
Food and Beverage Stores	18	10,196	29	12,794	54	11,034	58	9,054
Gasoline Stations	11	15,706	11	13,095	23	21,489	17	20,311
Clothing and Clothing Accessories Stores	34	6,557	68	3,834	105	7,798	164	58,831
General Merchandise Stores	7	12,621	3	#	22	43,007	24	24,391
Food Services and Drinking Places	59	11,500	106	16,612	178	22,239	281	47,031
Other Retail Group	335	20,583 #	382	32,254 #	398	14,593	454	19,183
Total Retail and Food Services	548	80,998	685	88,057	934	176,858	1,143	248,151
All Other Outlets	201	12,902	467	56,022	436	33,583	703	82,855
Totals All Outlets	749	93,900	1,152	144,079	1,370	210,440	1,846	331,006
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	81	43,192	182	32,055	39	45,770	113	48,457
Home Furnishings and Appliance Stores	179	24,836	213	25,700	54	10,531	78	10,938
Bldg. Matrl. and Garden Equip. and Supplies	38	12,385	55	33,491	18	#	23	4,191
Food and Beverage Stores	51	14,627	172	37,246	30	7,272	34	3,177
Gasoline Stations	22	33,463	53	37,181	7	10,796	9	7,852
Clothing and Clothing Accessories Stores	213	41,679	277	44,314	100	6,576	216	29,216
General Merchandise Stores	35	30,747	48	90,809	36	4,687	72	45,758
Food Services and Drinking Places	207	30,737	477	68,242	111	16,659	112	17,348
Other Retail Group	897	29,886	1,162	54,380	478	32,427 #	844	13,884
Total Retail and Food Services	1,723	261,552	2,639	423,419	873	134,716	1,501	180,821
All Other Outlets	827	52,967	1,178	149,609	472	30,268	416	26,343
Totals All Outlets	2,550	314,520	3,817	573,028	1,345	164,984	1,917	207,164
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	58	13,730	27	8,258	35	#	19	3,536
Home Furnishings and Appliance Stores	52	8,414	58	4,444	49	980	20	4,261
Bldg. Matrl. and Garden Equip. and Supplies	18	13,141	15	1,537	15	677	14	1,820
Food and Beverage Stores	55	7,722	46	8,430	53	6,528	25	4,894
Gasoline Stations	20	23,854	10	11,560	8	10,897	8	11,024
Clothing and Clothing Accessories Stores	120	23,115	90	8,209	89	3,365	26	2,623
General Merchandise Stores	47	28,822	11	#	51	792	10	10,764
Food Services and Drinking Places	172	21,686	190	39,832	161	21,508	77	9,530
Other Retail Group	379	13,601	546	35,872 #	542	22,347 #	248	8,758
Total Retail and Food Services	921	154,086	993	118,143	1,003	67,093	447	57,210
All Other Outlets	516	58,144	471	39,030	435	21,871	331	17,534
Totals All Outlets	1,437	212,230	1,464	157,173	1,438	88,964	778	74,744

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

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, SECOND QUARTER 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	95	31,234	28	16,281	46	25,642	82	15,665
Home Furnishings and Appliance Stores	95	5,284	40	1,908	111	19,255	118	21,703
Bldg. Matrl. and Garden Equip. and Supplies	40	22,406	24	10,678	32	8,489	35	19,501
Food and Beverage Stores	76	21,411	28	6,377	68	16,091	46	14,411
Gasoline Stations	34	40,711	12	20,096	17	23,674	23	29,333
Clothing and Clothing Accessories Stores	207	16,796	40	4,594	72	7,295	112	6,231
General Merchandise Stores	49	54,345	12	9,814	14	51,225	24	44,830
Food Services and Drinking Places	261	39,118	122	15,491	270	43,865	161	23,146
Other Retail Group	795	14,134	356	9,189	606	32,565	754	20,218
Total Retail and Food Services	1,652	245,439	662	94,428	1,236	228,102	1,355	195,038
All Other Outlets	502	19,916	496	22,117	864	88,751	659	30,552
Totals All Outlets	2,154	265,355	1,158	116,545	2,100	316,852	2,014	225,591
Type of business	NAPA		NATIONAL CITY		NEWARK		NEWPORT BEACH	
	Permits	Taxable transactions						
Retail and Food Services								
Motor Vehicle and Parts Dealers	51	28,749	99	92,543	75	18,402	76	120,002
Home Furnishings and Appliance Stores	83	4,927	62	2,246	39	2,755	262	10,245
Bldg. Matrl. and Garden Equip. and Supplies	47	26,073	29	5,841	23	17,652	37	10,033
Food and Beverage Stores	128	20,991	72	7,670	35	6,681	81	24,557
Gasoline Stations	21	29,340	16	18,799	13	11,097	17	28,734
Clothing and Clothing Accessories Stores	103	17,897	222	30,138	107	14,339	348	55,938
General Merchandise Stores	19	26,792	32	31,189	18	20,814	29	37,764
Food Services and Drinking Places	208	34,261	202	29,478	163	17,669	362	91,791
Other Retail Group	795	24,322	561	14,977	270	37,630	1,271	32,197
Total Retail and Food Services	1,455	213,352	1,295	232,882	743	147,040	2,483	411,262
All Other Outlets	954	38,693	467	48,394	402	29,391	1,547	141,656
Totals All Outlets	2,409	252,045	1,762	281,277	1,145	176,431	4,030	552,919
Type of business	NORCO		NORWALK		NOVATO		OAKDALE	
	Permits	Taxable transactions						
Retail and Food Services								
Motor Vehicle and Parts Dealers	56	16,907	64	33,181	33	16,382	30	10,083
Home Furnishings and Appliance Stores	28	2,397	48	1,010	56	2,630	21	937
Bldg. Matrl. and Garden Equip. and Supplies	20	4,712	15	6,392	21	4,886	17	3,598
Food and Beverage Stores	29	5,427	65	10,992	34	11,552	24	5,065
Gasoline Stations	13	19,512	24	26,784	14	18,849	11	14,384
Clothing and Clothing Accessories Stores	26	804	95	5,184	61	8,602	17	276
General Merchandise Stores	6	#	42	41,472	7	33,139	6	#
Food Services and Drinking Places	87	12,281	188	21,225	128	17,455	58	6,168
Other Retail Group	275	13,992 #	560	8,387	608	20,264	155	8,228 #
Total Retail and Food Services	540	76,033	1,101	154,628	962	133,760	339	48,738
All Other Outlets	287	13,458	453	26,224	666	24,794	225	12,252
Totals All Outlets	827	89,491	1,554	180,852	1,628	158,554	564	60,989
Type of business	OAKLAND		OCEANSIDE		ONTARIO		ORANGE	
	Permits	Taxable transactions						
Retail and Food Services								
Motor Vehicle and Parts Dealers	274	82,354	126	26,293	253	179,436	216	88,369
Home Furnishings and Appliance Stores	310	30,865	132	19,088	254	69,214	225	24,538
Bldg. Matrl. and Garden Equip. and Supplies	132	39,887	52	27,987	132	32,204	84	46,626
Food and Beverage Stores	509	60,451	94	26,462	112	21,026	118	26,993
Gasoline Stations	115	116,880	42	49,870	71	108,114	45	52,751
Clothing and Clothing Accessories Stores	751	16,408	250	11,667	527	81,636	282	27,577
General Merchandise Stores	162	20,862	37	53,376	132	32,173	57	39,595
Food Services and Drinking Places	1,230	126,079	361	53,522	399	71,735	423	70,750
Other Retail Group	4,366	70,606	1,691	32,751	2,367	170,483	1,453	47,719
Total Retail and Food Services	7,849	564,392	2,785	301,016	4,247	766,021	2,903	424,918
All Other Outlets	3,132	261,860	1,195	61,218	2,061	446,989	1,952	233,739
Totals All Outlets	10,981	826,253	3,980	362,234	6,308	1,213,010	4,855	658,657

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

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, SECOND QUARTER 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	34	8,187	115	84,445	58	4,411	39	#
Home Furnishings and Appliance Stores	32	1,258	119	31,811	162	21,516	71	2,430
Bldg. Matrl. and Garden Equip. and Supplies	21	#	42	24,067	53	15,458	24	18,997
Food and Beverage Stores	21	5,267	146	24,083	36	12,935	36	12,179
Gasoline Stations	13	11,808	42	51,396	11	17,971	18	23,728
Clothing and Clothing Accessories Stores	29	709	184	19,414	364	40,821	121	8,894
General Merchandise Stores	5	#	53	63,122	35	77,263	16	#
Food Services and Drinking Places	76	8,616	350	47,698	201	37,855	230	42,963
Other Retail Group	202	26,871 #	1,211	26,235	1,421	30,890	765	44,544 #
Total Retail and Food Services	433	62,716	2,262	372,271	2,341	259,121	1,320	153,736
All Other Outlets	216	10,610	1,268	109,324	748	43,059	549	48,436
Totals All Outlets	649	73,326	3,530	481,595	3,089	302,180	1,869	202,172
Type of business	PALMDALE		PALO ALTO		PARAMOUNT		PASADENA	
	Permits	Taxable transactions						
Retail and Food Services								
Motor Vehicle and Parts Dealers	83	38,779	20	36,303	69	4,641	125	79,970
Home Furnishings and Appliance Stores	118	17,369	122	41,043	95	736	321	47,253
Bldg. Matrl. and Garden Equip. and Supplies	37	22,147	35	5,392	33	16,607	79	19,241
Food and Beverage Stores	57	19,985	39	8,571	55	10,318	115	35,282
Gasoline Stations	30	35,345	11	15,748	11	18,952	29	33,297
Clothing and Clothing Accessories Stores	213	21,414	147	60,075	509	3,469	482	51,248
General Merchandise Stores	71	68,720	15	37,485	174	#	121	51,172
Food Services and Drinking Places	235	41,127	266	61,672	111	8,655	549	94,804
Other Retail Group	834	20,828	817	24,815	2,859	21,046 #	2,652	130,177
Total Retail and Food Services	1,678	285,715	1,472	291,104	3,916	84,425	4,473	542,445
All Other Outlets	604	28,247	785	124,149	752	52,900	1,564	121,778
Totals All Outlets	2,282	313,962	2,257	415,253	4,668	137,325	6,037	664,222
Type of business	PASO ROBLES		PERRIS		PETALUMA		PICO RIVERA	
	Permits	Taxable transactions						
Retail and Food Services								
Motor Vehicle and Parts Dealers	53	20,262	51	8,412	51	45,070	35	1,838
Home Furnishings and Appliance Stores	46	4,134	43	1,975	72	3,065	50	7,248
Bldg. Matrl. and Garden Equip. and Supplies	26	15,091	21	#	31	7,268	17	13,659
Food and Beverage Stores	42	7,471	39	12,732	55	15,341	55	9,074
Gasoline Stations	25	23,786	14	23,095	19	22,298	14	16,159
Clothing and Clothing Accessories Stores	42	4,598	89	894	82	12,820	85	6,706
General Merchandise Stores	15	24,755	22	#	7	7,839	28	29,756
Food Services and Drinking Places	133	18,309	95	11,383	191	21,068	153	20,521
Other Retail Group	425	10,093	410	28,629 #	852	20,399	664	6,819
Total Retail and Food Services	807	128,498	784	87,121	1,360	155,169	1,101	111,782
All Other Outlets	463	25,851	253	45,176	732	45,920	370	48,899
Totals All Outlets	1,270	154,348	1,037	132,297	2,092	201,089	1,471	160,680
Type of business	PINOLE		PITTSBURG		PLACENTIA		PLACERVILLE	
	Permits	Taxable transactions						
Retail and Food Services								
Motor Vehicle and Parts Dealers	13	1,985	41	19,011	47	18,333	16	11,130
Home Furnishings and Appliance Stores	17	#	25	4,923	55	4,206	22	2,138
Bldg. Matrl. and Garden Equip. and Supplies	5	4,888	15	#	13	999	12	#
Food and Beverage Stores	18	6,110	37	9,690	26	5,559	19	4,111
Gasoline Stations	9	8,033	14	13,628	9	11,486	7	5,531
Clothing and Clothing Accessories Stores	19	1,602	43	4,825	43	2,904	27	718
General Merchandise Stores	7	10,120	20	15,195	11	1,289	6	1,379
Food Services and Drinking Places	69	11,766	102	14,748	118	14,606	76	8,141
Other Retail Group	165	13,891 #	267	16,375 #	318	11,340	249	18,243 #
Total Retail and Food Services	322	58,395	564	98,396	640	70,722	434	51,391
All Other Outlets	136	2,853	276	24,749	525	32,979	152	11,223
Totals All Outlets	458	61,248	840	123,145	1,165	103,701	586	62,614

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

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, SECOND QUARTER 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	28	2,187	90	64,602	289	20,487	62	11,394
Home Furnishings and Appliance Stores	54	24,962	129	10,853	159	2,378	48	2,553
Bldg. Matrl. and Garden Equip. and Supplies	20	5,139	41	12,251	77	18,217	24	11,055
Food and Beverage Stores	26	8,098	53	13,029	129	18,497	26	6,553
Gasoline Stations	16	12,203	23	21,334	51	46,433	26	13,533
Clothing and Clothing Accessories Stores	34	8,081	199	41,006	303	3,131	96	2,919
General Merchandise Stores	10	17,085	28	52,373	138	11,164	23	23,829
Food Services and Drinking Places	113	19,913	248	36,036	342	26,313	100	12,700
Other Retail Group	333	17,534	999	24,837	1,840	24,825	333	5,587
Total Retail and Food Services	634	115,203	1,810	276,321	3,328	171,445	738	90,123
All Other Outlets	289	21,211	912	128,352	1,383	78,875	250	17,675
Totals All Outlets	923	136,414	2,722	404,673	4,711	250,320	988	107,798
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	44	30,724	171	10,572	145	7,934	10	12,867
Home Furnishings and Appliance Stores	53	3,374	115	17,619	152	33,194	36	8,348
Bldg. Matrl. and Garden Equip. and Supplies	25	13,188	53	20,029	65	22,681	3	#
Food and Beverage Stores	28	5,855	46	6,946	90	24,804	12	5,787
Gasoline Stations	12	14,957	27	20,443	38	45,886	3	#
Clothing and Clothing Accessories Stores	53	1,419	60	2,349	264	31,459	27	1,339
General Merchandise Stores	16	58,301	18	19,584	74	80,442	2	#
Food Services and Drinking Places	126	13,680	187	17,141	349	72,641	61	21,584
Other Retail Group	508	18,479	484	17,011	1,230	51,982	244	18,422 #
Total Retail and Food Services	865	159,977	1,161	131,695	2,407	371,022	398	68,349
All Other Outlets	625	57,495	753	59,229	1,373	116,061	151	18,546
Totals All Outlets	1,490	217,473	1,914	190,924	3,780	487,083	549	86,895
Type of business	RANCHO SANTA MARGARITA		RED BLUFF		REDDING		REDLANDS	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	30	17,861	22	6,264	138	55,256	60	42,746
Home Furnishings and Appliance Stores	85	2,244	16	1,213	118	16,195	66	4,300
Bldg. Matrl. and Garden Equip. and Supplies	20	#	18	#	81	37,079	32	25,185
Food and Beverage Stores	16	6,910	14	4,607	56	21,909	46	15,144
Gasoline Stations	6	10,875	15	12,857	50	43,835	15	19,110
Clothing and Clothing Accessories Stores	78	2,422	9	247	88	12,206	96	7,474
General Merchandise Stores	18	13,214	2	#	21	58,566	26	17,101
Food Services and Drinking Places	74	14,349	68	7,130	294	36,379	199	26,133
Other Retail Group	414	20,022 #	180	22,345 #	1,041	37,833	858	17,822
Total Retail and Food Services	741	87,897	344	54,662	1,887	319,258	1,398	175,014
All Other Outlets	426	24,007	201	7,713	1,102	80,636	547	30,894
Totals All Outlets	1,167	111,903	545	62,375	2,989	399,894	1,945	205,908
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	37	12,530	70	72,952	89	5,655	87	33,994
Home Furnishings and Appliance Stores	100	5,822	96	13,681	46	863	57	3,367
Bldg. Matrl. and Garden Equip. and Supplies	25	2,328	38	17,696	17	12,647	24	#
Food and Beverage Stores	73	17,289	67	18,880	65	11,047	75	8,211
Gasoline Stations	11	12,903	24	25,853	31	64,748	31	64,215
Clothing and Clothing Accessories Stores	233	33,200	89	10,006	80	4,183	146	8,978
General Merchandise Stores	57	20,754	20	41,452	17	#	26	53,666
Food Services and Drinking Places	248	40,326	254	30,283	128	16,717	165	14,388
Other Retail Group	871	17,227	572	26,555	409	28,632 #	588	23,831 #
Total Retail and Food Services	1,655	162,378	1,230	257,357	882	144,491	1,199	210,650
All Other Outlets	576	24,502	793	121,856	411	74,647	663	53,006
Totals All Outlets	2,231	186,880	2,023	379,214	1,293	219,137	1,862	263,656

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

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, SECOND QUARTER 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	8,555	23	1,733	358	188,161	49	18,602
Home Furnishings and Appliance Stores	26	1,996	14	#	295	31,297	73	22,939
Bldg. Matrl. and Garden Equip. and Supplies	10	#	8	#	136	54,846	27	4,868
Food and Beverage Stores	15	6,144	15	3,471	199	49,238	32	5,799
Gasoline Stations	16	6,884	5	6,318	67	86,205	21	19,831
Clothing and Clothing Accessories Stores	20	484	17	974	559	52,117	43	1,309
General Merchandise Stores	10	#	6	12,838	139	90,044	11	3,707
Food Services and Drinking Places	64	8,542	46	6,337	646	92,514	109	14,219
Other Retail Group	238	23,003 #	72	18,235 #	3,291	66,248	441	12,855
Total Retail and Food Services	432	55,609	206	49,907	5,690	710,671	806	104,130
All Other Outlets	186	5,899	80	4,458	2,217	205,698	412	33,241
Totals All Outlets	618	61,507	286	54,365	7,907	916,368	1,218	137,371
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	16	2,931	59	4,668	149	210,806	489	68,361
Home Furnishings and Appliance Stores	40	9,073	63	2,341	211	52,199	454	57,336
Bldg. Matrl. and Garden Equip. and Supplies	9	#	17	292	84	39,253	180	68,043
Food and Beverage Stores	28	8,192	44	3,854	91	29,838	393	72,746
Gasoline Stations	11	9,051	9	9,196	36	47,645	123	121,386
Clothing and Clothing Accessories Stores	27	3,648	34	505	433	72,151	821	73,992
General Merchandise Stores	8	44,552	32	32,772	88	110,757	133	108,575
Food Services and Drinking Places	107	16,880	137	15,954	401	70,352	1,346	172,473
Other Retail Group	289	24,319 #	255	4,374	2,147	61,915	4,037	109,971
Total Retail and Food Services	535	118,648	650	73,957	3,640	694,916	7,976	852,883
All Other Outlets	331	25,056	298	7,951	1,058	105,233	3,515	381,478
Totals All Outlets	866	143,703	948	81,908	4,698	800,150	11,491	1,234,361
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	134	66,785	258	68,721	28	14,163	32	2,728
Home Furnishings and Appliance Stores	103	14,803	217	19,989	39	8,056	59	19,478
Bldg. Matrl. and Garden Equip. and Supplies	40	30,554	70	38,852	8	#	47	31,825
Food and Beverage Stores	124	25,789	198	29,377	33	4,861	18	3,307
Gasoline Stations	50	60,352	61	65,120	16	17,460	8	6,337
Clothing and Clothing Accessories Stores	216	21,882	526	22,661	78	12,965	52	7,665
General Merchandise Stores	33	58,245	188	83,804	14	27,186	5	758
Food Services and Drinking Places	320	42,572	485	62,622	138	21,520	104	12,454
Other Retail Group	752	28,253	3,079	40,933	243	21,312 #	382	20,434
Total Retail and Food Services	1,772	349,234	5,082	432,080	597	127,523	707	104,984
All Other Outlets	869	102,417	1,150	83,992	289	9,950	692	55,464
Totals All Outlets	2,641	451,651	6,232	516,072	886	137,473	1,399	160,448
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	49	3,647	1,226	443,788	28	1,415	48	8,000
Home Furnishings and Appliance Stores	131	10,713	1,639	262,507	36	3,651	91	1,811
Bldg. Matrl. and Garden Equip. and Supplies	26	#	423	193,536	14	#	22	#
Food and Beverage Stores	46	13,722	952	218,360	23	6,026	35	4,111
Gasoline Stations	15	25,317	330	377,628	11	11,929	7	3,979
Clothing and Clothing Accessories Stores	161	2,879	2,532	346,266	49	5,165	346	2,408
General Merchandise Stores	47	12,943	413	344,369	26	26,943	166	9,991
Food Services and Drinking Places	175	24,694	3,768	683,496	73	10,134	88	10,885
Other Retail Group	772	25,507 #	12,407	366,281	312	17,336 #	1,097	22,295 #
Total Retail and Food Services	1,422	119,421	23,690	3,236,231	572	82,598	1,900	63,480
All Other Outlets	769	27,965	11,790	1,179,804	416	43,775	365	12,684
Totals All Outlets	2,191	147,387	35,480	4,416,035	988	126,373	2,265	76,164

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

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, SECOND QUARTER 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	252	109,043	37	4,193	553	280,832	38	39,388
Home Furnishings and Appliance Stores	1,042	171,403	66	4,594	923	121,905	57	5,806
Bldg. Matrl. and Garden Equip. and Supplies	321	83,879	21	3,706	310	178,077	25	10,653
Food and Beverage Stores	1,156	150,437	55	3,648	637	110,333	21	3,847
Gasoline Stations	126	130,008	11	11,610	206	277,802	7	8,046
Clothing and Clothing Accessories Stores	2,331	347,849	107	7,316	1,189	177,277	71	5,968
General Merchandise Stores	273	158,229	37	158	183	240,631	28	#
Food Services and Drinking Places	4,233	705,639	188	17,647	2,084	308,838	87	13,250
Other Retail Group	7,653	349,412	420	7,452	6,430	208,410	525	25,447 #
Total Retail and Food Services	17,387	2,205,900	942	60,325	12,515	1,904,104	859	112,405
All Other Outlets	9,509	1,108,521	411	13,634	6,737	900,561	411	16,577
Totals All Outlets	26,896	3,314,421	1,353	73,959	19,252	2,804,665	1,270	128,982
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	85	42,446	70	43,373	57	13,718	79	21,248
Home Furnishings and Appliance Stores	106	8,327	91	15,446	104	46,371	162	20,021
Bldg. Matrl. and Garden Equip. and Supplies	61	29,672	40	19,278	61	33,065	46	19,672
Food and Beverage Stores	77	12,318	45	13,916	46	12,097	87	19,623
Gasoline Stations	35	28,479	21	21,261	17	25,892	34	37,851
Clothing and Clothing Accessories Stores	153	31,244	120	20,475	69	11,156	241	39,166
General Merchandise Stores	29	69,292	14	26,960	13	35,807	26	36,072
Food Services and Drinking Places	279	28,353	185	32,126	201	28,497	350	46,296
Other Retail Group	589	24,007	590	28,958	691	19,663	1,025	40,807
Total Retail and Food Services	1,414	274,138	1,176	221,795	1,259	226,267	2,050	280,755
All Other Outlets	1,034	130,658	688	42,618	943	71,133	1,171	42,243
Totals All Outlets	2,448	404,796	1,864	264,413	2,202	297,400	3,221	322,998
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	88	73,185	34	7,474	303	117,539	74	30,158
Home Furnishings and Appliance Stores	134	26,406	88	5,951	341	29,717	157	16,483
Bldg. Matrl. and Garden Equip. and Supplies	48	45,681	18	22,394	110	48,663	78	23,598
Food and Beverage Stores	58	18,212	28	11,874	293	46,708	112	29,994
Gasoline Stations	22	20,544	23	23,440	58	66,020	34	29,797
Clothing and Clothing Accessories Stores	121	7,497	75	2,585	429	53,670	274	44,126
General Merchandise Stores	20	13,891	14	#	121	54,044	45	17,127
Food Services and Drinking Places	227	25,435	147	21,133	752	77,596	382	74,630
Other Retail Group	897	31,675	494	28,246 #	1,456	62,447	1,732	40,702
Total Retail and Food Services	1,615	262,527	921	123,097	3,863	556,405	2,888	306,615
All Other Outlets	1,175	78,045	565	47,496	2,975	243,526	1,539	72,267
Totals All Outlets	2,790	340,572	1,486	170,593	6,838	799,931	4,427	378,882
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	112,092	171	102,471	49	14,848	122	21,715
Home Furnishings and Appliance Stores	244	48,675	260	25,338	81	5,267	143	6,720
Bldg. Matrl. and Garden Equip. and Supplies	58	17,369	97	39,812	41	9,809	63	9,791
Food and Beverage Stores	101	19,850	120	29,304	74	15,925	39	5,610
Gasoline Stations	30	36,229	45	72,086	13	14,720	12	16,638
Clothing and Clothing Accessories Stores	108	18,629	461	25,203	119	10,254	395	3,973
General Merchandise Stores	30	50,195	156	92,894	12	#	184	17,306
Food Services and Drinking Places	452	69,458	444	69,876	232	38,774	133	15,416
Other Retail Group	966	29,969	2,444	40,588	919	48,165 #	2,722	21,696
Total Retail and Food Services	2,147	402,466	4,198	497,572	1,540	157,762	3,813	118,865
All Other Outlets	2,191	340,477	1,827	103,558	621	33,474	1,889	325,759
Totals All Outlets	4,338	742,943	6,025	601,131	2,161	191,237	5,702	444,624

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

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, SECOND QUARTER 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	98	51,449	82	107,918	130	82,414	68	7,971
Home Furnishings and Appliance Stores	73	9,286	228	30,709	175	37,261	40	6,440
Bldg. Matrl. and Garden Equip. and Supplies	50	32,553	49	14,993	82	39,123	23	19,303
Food and Beverage Stores	83	22,812	84	24,106	116	39,191	28	7,862
Gasoline Stations	21	30,475	18	27,878	52	57,469	13	11,847
Clothing and Clothing Accessories Stores	119	9,329	459	66,341	247	35,208	57	6,436
General Merchandise Stores	31	50,154	66	6,763	33	77,054	21	45,026
Food Services and Drinking Places	226	29,401	431	110,635	445	53,010	112	17,685
Other Retail Group	536	18,547	1,669	69,745	1,793	61,108	430	13,794
Total Retail and Food Services	1,237	254,005	3,086	459,089	3,073	481,836	792	136,364
All Other Outlets	797	85,479	1,390	157,188	1,705	100,848	430	28,858
Totals All Outlets	2,034	339,484	4,476	616,277	4,778	582,684	1,222	165,223
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	#	46	46,261	28	22,154	11	5,852
Home Furnishings and Appliance Stores	27	4,281	20	1,568	19	1,054	11	#
Bldg. Matrl. and Garden Equip. and Supplies	6	451	13	#	11	#	5	#
Food and Beverage Stores	13	5,325	28	3,116	24	4,324	13	1,473
Gasoline Stations	8	11,860	7	6,029	5	4,426	11	4,477
Clothing and Clothing Accessories Stores	48	5,922	24	230	41	470	13	56
General Merchandise Stores	18	14,272	3	#	11	#	6	498
Food Services and Drinking Places	83	18,602	68	8,065	63	7,824	23	1,469
Other Retail Group	199	7,599 #	149	20,451 #	115	20,883 #	41	57,452 #
Total Retail and Food Services	414	68,310	358	85,720	317	61,135	134	71,278
All Other Outlets	160	19,739	151	13,335	130	11,212	77	83,205
Totals All Outlets	574	88,050	509	99,055	447	72,347	211	154,483
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	37,624	12	3,338	23	1,801	101	5,272
Home Furnishings and Appliance Stores	110	11,013	20	1,288	23	867	78	3,902
Bldg. Matrl. and Garden Equip. and Supplies	39	27,980	8	#	17	6,754	44	6,629
Food and Beverage Stores	75	20,442	29	7,567	9	5,137	36	3,365
Gasoline Stations	33	37,956	7	5,753	6	5,021	10	22,222
Clothing and Clothing Accessories Stores	143	12,286	34	1,985	39	1,834	143	#
General Merchandise Stores	46	55,154	6	#	5	#	65	190
Food Services and Drinking Places	262	39,996	54	9,957	53	4,602	69	5,722
Other Retail Group	980	24,921	254	13,104 #	240	21,286 #	701	4,724 #
Total Retail and Food Services	1,771	267,373	424	42,992	415	47,301	1,247	52,025
All Other Outlets	1,180	44,879	251	5,726	177	4,362	868	32,049
Totals All Outlets	2,951	312,252	675	48,718	592	51,663	2,115	84,074
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	17,122	23	2,699	54	6,378	51	6,483
Home Furnishings and Appliance Stores	59	518	26	899	61	11,097	25	#
Bldg. Matrl. and Garden Equip. and Supplies	21	521	23	4,091	29	17,064	18	11,439
Food and Beverage Stores	83	7,436	31	8,630	50	8,932	40	4,571
Gasoline Stations	23	19,848	11	6,961	28	22,954	11	12,008
Clothing and Clothing Accessories Stores	90	4,064	64	5,322	42	177	48	547
General Merchandise Stores	48	23,672	6	#	15	#	15	#
Food Services and Drinking Places	171	14,667	133	13,951	192	26,649	106	9,996
Other Retail Group	427	5,447	215	9,940 #	305	64,386 #	138	11,160 #
Total Retail and Food Services	1,049	93,296	532	52,493	776	157,636	452	56,204
All Other Outlets	576	36,688	267	9,782	805	84,267	295	14,096
Totals All Outlets	1,625	129,984	799	62,275	1,581	241,903	747	70,300

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

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, SECOND QUARTER 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	256	82,094	52	74,627	112	79,306	105	127,712
Home Furnishings and Appliance Stores	211	18,953	137	30,404	129	16,260	167	31,455
Bldg. Matrl. and Garden Equip. and Supplies	87	55,393	33	41,400	56	28,136	48	23,987
Food and Beverage Stores	269	41,517	93	17,530	60	18,639	70	29,167
Gasoline Stations	78	71,181	30	30,851	26	48,389	29	41,433
Clothing and Clothing Accessories Stores	363	32,474	101	9,414	219	26,827	228	39,835
General Merchandise Stores	68	98,325	15	40,218	40	82,018	48	33,821
Food Services and Drinking Places	605	70,408	357	50,707	322	59,493	324	62,496
Other Retail Group	1,574	81,369	933	29,442	1,087	36,476	1,411	56,120
Total Retail and Food Services	3,511	551,714	1,751	324,593	2,051	395,544	2,430	446,025
All Other Outlets	1,540	163,287	1,298	229,470	988	141,256	1,528	102,622
Totals All Outlets	5,051	715,001	3,049	554,063	3,039	536,800	3,958	548,647
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	136,014	68	39,024	17	1,855	57	15,993
Home Furnishings and Appliance Stores	345	55,272	68	9,561	28	3,307	41	1,977
Bldg. Matrl. and Garden Equip. and Supplies	88	40,118	28	13,355	23	7,629	29	15,195
Food and Beverage Stores	116	29,462	50	11,408	16	4,010	39	9,515
Gasoline Stations	42	51,025	25	37,663	10	6,982	27	31,171
Clothing and Clothing Accessories Stores	867	54,146	117	10,002	38	1,632	117	13,031
General Merchandise Stores	321	97,995	22	36,166	5	337	22	21,731
Food Services and Drinking Places	493	87,114	164	24,551	63	7,336	140	15,363
Other Retail Group	4,372	82,015	419	13,774	238	6,530	326	7,635
Total Retail and Food Services	6,789	633,160	961	195,502	438	39,617	798	131,611
All Other Outlets	2,031	191,968	421	26,855	184	8,164	342	34,075
Totals All Outlets	8,820	825,128	1,382	222,358	622	47,781	1,140	165,686
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	93	15,381	39	79,578	24	9,196	23	2,663
Home Furnishings and Appliance Stores	73	3,968	133	31,129	18	1,728	50	#
Bldg. Matrl. and Garden Equip. and Supplies	29	19,013	23	18,745	18	17,085	19	16,099
Food and Beverage Stores	49	11,263	67	18,650	19	6,383	49	7,747
Gasoline Stations	28	28,889	18	25,682	11	7,970	13	11,043
Clothing and Clothing Accessories Stores	81	8,360	140	23,056	32	3,081	50	1,087
General Merchandise Stores	19	48,430	27	56,614	6	16,687	17	#
Food Services and Drinking Places	172	24,359	216	40,417	81	9,209	128	20,370
Other Retail Group	430	16,521	654	33,386	262	9,300	324	43,802 #
Total Retail and Food Services	974	176,185	1,317	327,257	471	80,638	673	102,810
All Other Outlets	479	38,946	906	66,191	222	9,799	471	77,529
Totals All Outlets	1,453	215,131	2,223	393,448	693	90,438	1,144	180,339
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	121	23,716	61	42,582	89	38,207	128	62,334
Home Furnishings and Appliance Stores	102	6,836	69	13,374	67	9,469	155	15,490
Bldg. Matrl. and Garden Equip. and Supplies	52	27,930	28	23,953	23	15,904	79	35,206
Food and Beverage Stores	51	10,119	53	14,253	85	14,291	102	21,802
Gasoline Stations	23	23,142	31	31,173	40	30,662	41	40,892
Clothing and Clothing Accessories Stores	106	4,025	143	48,598	101	8,631	272	21,596
General Merchandise Stores	39	31,026	22	45,016	20	31,220	88	43,846
Food Services and Drinking Places	192	23,054	180	32,006	220	27,263	399	52,896
Other Retail Group	639	22,656	547	22,031	719	18,062	2,387	37,541
Total Retail and Food Services	1,325	172,504	1,134	272,986	1,364	193,707	3,651	331,603
All Other Outlets	724	39,112	472	41,115	516	39,465	1,619	75,434
Totals All Outlets	2,049	211,615	1,606	314,100	1,880	233,172	5,270	407,037

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

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, SECOND QUARTER 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	121	66,309	124	42,287	74	23,862	75	83,444
Home Furnishings and Appliance Stores	128	16,483	127	16,814	73	3,578	114	15,163
Bldg. Matrl. and Garden Equip. and Supplies	40	21,716	66	27,921	56	31,308	32	9,521
Food and Beverage Stores	65	19,365	59	17,823	69	15,285	39	16,952
Gasoline Stations	35	42,605	37	28,154	25	31,861	26	24,902
Clothing and Clothing Accessories Stores	228	17,664	196	21,497	75	6,772	158	53,987
General Merchandise Stores	84	58,007	39	76,430	27	44,232	16	32,480
Food Services and Drinking Places	238	34,914	283	43,457	211	25,500	223	43,791
Other Retail Group	1,224	22,602	766	35,788	738	19,624	838	28,328
Total Retail and Food Services	2,163	299,664	1,697	310,173	1,348	202,021	1,521	308,568
All Other Outlets	536	35,548	951	166,549	996	69,887	787	59,344
Totals All Outlets	2,699	335,212	2,648	476,722	2,344	271,908	2,308	367,912
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	47	18,285	58	63,519	18	#	79	10,275
Home Furnishings and Appliance Stores	37	2,344	95	12,365	156	31,354	38	#
Bldg. Matrl. and Garden Equip. and Supplies	27	14,741	18	#	26	5,777	30	18,136
Food and Beverage Stores	56	8,898	72	11,741	57	28,162	45	11,974
Gasoline Stations	18	15,568	18	22,439	7	7,047	22	20,204
Clothing and Clothing Accessories Stores	68	4,364	177	25,965	209	17,234	42	#
General Merchandise Stores	15	14,023	61	38,841	21	#	7	22,392
Food Services and Drinking Places	125	15,032	227	35,570	235	72,635	102	10,248
Other Retail Group	333	10,180	518	27,081 #	603	55,049 #	254	32,866 #
Total Retail and Food Services	726	103,437	1,244	237,520	1,332	217,257	619	126,094
All Other Outlets	423	29,351	435	28,767	618	41,374	573	186,243
Totals All Outlets	1,149	132,788	1,679	266,287	1,950	258,631	1,192	312,338
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	77	49,622	73	10,751	10	1,953	50	16,852
Home Furnishings and Appliance Stores	128	18,308	78	2,738	18	906	45	5,202
Bldg. Matrl. and Garden Equip. and Supplies	34	22,924	35	13,243	12	#	34	15,832
Food and Beverage Stores	126	13,706	68	15,008	17	4,040	41	9,915
Gasoline Stations	21	30,790	17	20,032	6	6,686	18	17,369
Clothing and Clothing Accessories Stores	259	18,105	126	9,252	20	197	58	4,848
General Merchandise Stores	47	55,501	69	21,890	2	#	17	31,571
Food Services and Drinking Places	288	27,226	220	28,269	57	7,186	128	13,285
Other Retail Group	624	19,225	1,067	17,917	204	29,438 #	328	14,411
Total Retail and Food Services	1,604	255,407	1,753	139,099	346	50,405	719	129,285
All Other Outlets	677	25,435	633	29,928	243	15,473	448	63,811
Totals All Outlets	2,281	280,843	2,386	169,027	589	65,879	1,167	193,095
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	2,118	77	25,539	52	5,526	37	7,263
Home Furnishings and Appliance Stores	90	22,191	60	5,569	33	552	20	947
Bldg. Matrl. and Garden Equip. and Supplies	34	2,748	28	25,470	21	2,545	13	#
Food and Beverage Stores	22	7,291	56	12,567	24	6,717	14	7,114
Gasoline Stations	7	10,336	25	13,512	12	14,427	11	9,233
Clothing and Clothing Accessories Stores	92	1,790	95	9,661	34	#	20	540
General Merchandise Stores	16	21,129	23	50,093	9	1,640	7	#
Food Services and Drinking Places	87	15,107	154	20,905	81	8,791	46	6,667
Other Retail Group	507	12,891	416	18,772	391	7,653 #	328	25,821 #
Total Retail and Food Services	890	95,601	934	182,088	657	47,850	496	57,585
All Other Outlets	550	19,837	465	35,661	231	6,109	172	3,584
Totals All Outlets	1,440	115,438	1,399	217,749	888	53,960	668	61,169

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

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

TABLE 6. TAXABLE SALES IN ALL CITIES EXCEPT THE 272 LARGEST, SECOND QUARTER 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	134	9,835	246	23,335	GALT	1,597	23,163	1,782	32,239
ALBANY	351	38,290	513	46,502	GONZALES	81	4,615	123	13,539
ALTURAS	93	8,521	156	10,639	GRAND TERRACE	148	8,722	194	20,099
AMADOR	27	#	29	216 #	GREENFIELD	115	14,694	163	21,678
AMERICAN CANYON	196	38,066	328	45,098	GRIDLEY	129	17,372	180	20,125
ANDERSON	279	38,122	421	45,076	GROVER BEACH	216	17,066	371	21,373
ANGELS CAMP	125	13,116	181	14,064	GUADALUPE	51	3,155	72	5,639
ARCATA	550	32,410	778	43,803	GUSTINE	67	3,103	98	4,212
ARTESIA	406	34,502	552	39,571	HALF MOON BAY	334	33,073	495	44,003
ARVIN	110	7,323	143	15,315	HAWAIIAN GARDENS	184	12,748	264	14,401
ATHERTON	111	1,120	182	2,556	HERCULES	188	20,954	244	30,066
ATWATER	294	38,659	413	47,098	HIDDEN HILLS	33	95	43	198
AVALON	172	13,118	218	14,409	HIGHLAND	438	38,340	575	41,490
AVENAL	66	3,865	79	4,558	HILLSBOROUGH	128	288	203	1,280
BANNING	340	32,751	471	36,292	HOLTVILLE	43	3,000	64	7,854
BELL	396	30,081	564	40,000	HUGHSON	69	3,315	102	10,162
BELL GARDENS	404	41,210	627	46,411	HURON	50	2,500	68	3,012
BELMONT	359	40,519	613	58,864	IMPERIAL	89	18,297	162	30,385
BELVEDERE	38	318	81	1,559	IMPERIAL BEACH	263	16,480	354	17,549
BIG BEAR LAKE	406	29,185	519	31,288	INDIAN WELLS	140	7,040	204	17,967
BIGGS	8	332	15	371	IONE	78	1,731	104	3,955
BISHOP	271	33,840	398	41,140	IRWINDALE	248	38,608	622	95,084
BLUE LAKE	24	201	36	402	ISLETON	37	488	44	2,714
BLYTHE	165	30,756	262	34,333	JACKSON	199	11,930	280	13,830
BRADBURY	11	28	16	36	KERMAN	144	19,761	196	26,268
BRAWLEY	156	23,892	284	38,622	KING CITY	246	17,249	336	27,339
BRISBANE	91	16,891	241	91,376	KINGSBURG	144	14,609	224	20,043
BUELLTON	139	28,101	259	33,010	LA CANADA-FLINTRIDGE	362	40,949	543	46,039
CALIFORNIA CITY	102	6,185	129	6,464	LA HABRA HEIGHTS	50	96	77	757
CALIMESA	116	11,918	159	13,124	LA PALMA	171	47,554	269	63,946
CALIPATRIA	17	1,637	28	1,771	LAFAYETTE	580	42,408	906	51,094
CALISTOGA	164	12,208	256	17,514	LAGUNA WOODS	155	17,119	200	18,619
CANYON LAKE	166	2,630	222	3,018	LAKEPORT	208	22,456	305	25,519
CARMEL	421	37,132	562	40,577	LARKSPUR	297	34,394	488	40,899
CARPINTERIA	331	24,514	514	36,000	LATHROP	121	40,500	201	50,833
CHOWCHILLA	141	16,129	204	20,877	LEMOORE	199	23,677	282	36,228
CLAYTON	114	6,935	159	8,061	LINDSAY	139	11,224	194	14,576
CLEARLAKE	188	26,825	253	28,175	LIVE OAK	65	3,964	81	4,742
CLOVERDALE	157	11,362	242	12,754	LIVINGSTON	94	21,110	118	23,610
COALINGA	116	13,143	178	17,830	LOMA LINDA	224	59,446	328	77,715
COLFAX	108	8,927	148	11,547	LOMITA	426	30,207	579	34,415
COLMA	95	139,183	156	150,158	LOOMIS	184	9,697	297	19,379
COLUSA	113	13,335	176	23,736	LOS ALAMITOS	354	35,921	634	51,878
CORCORAN	103	9,495	167	19,292	LOS ALTOS HILLS	105	333	159	1,932
CORNING	130	40,474	183	42,646	LOYALTON	15	744	22	868
CORONADO	375	29,170	558	52,245	MAMMOTH LAKES	248	22,408	360	28,345
COTATI	208	31,937	314	35,688	MARICOPA	12	#	13	700 #
CRESCENT CITY	162	18,542	245	22,678	MARINA	228	38,989	349	41,986
CUDAHY	395	13,474	486	22,306	MARYSVILLE	245	27,062	348	38,481
DEL MAR	908	27,002	1,173	34,798	MAYWOOD	237	18,560	358	24,504
DEL REY OAKS	22	5,819	41	6,711	MC FARLAND	80	4,192	103	5,919
DESERT HOT SPRINGS	304	19,218	401	20,872	MENDOTA	93	6,784	116	13,110
DINUBA	232	74,974	343	89,713	MILL VALLEY	471	40,407	785	47,175
DORRIS	15	483	23	540	MILLBRAE	331	41,376	490	48,329
DOS PALOS	64	2,950	93	8,184	MONTAGUE	36	820	47	1,155
DUNSMUIR	57	1,520	78	1,634	MONTE SERENO	43	274	58	280
EAST PALO ALTO	121	58,963	157	60,539	MORAGA	246	18,364	346	20,094
ESCALON	108	10,959	161	14,328	MORRO BAY	384	27,982	512	30,448
ETNA	31	987	44	1,183	MOUNT SHASTA	222	13,969	311	17,725
EXETER	142	12,789	214	14,952	NEEDLES	68	8,163	110	8,995
FAIRFAX	226	8,657	329	9,507	NEVADA CITY	259	10,141	356	16,547
FARMERSVILLE	102	8,793	130	9,661	NEWMAN	82	5,400	118	9,741
FERNDALE	76	2,441	106	2,739	OAKLEY	290	23,454	407	31,238
FILLMORE	153	16,790	231	19,087	OJAI	374	17,133	552	23,564
FIREBAUGH	68	5,981	106	16,392	ORANGE COVE	55	2,889	70	3,408
FORT BRAGG	284	28,140	413	32,331	ORINDA	327	16,230	514	18,985
FORT JONES	33	2,096	50	2,344	ORLAND	167	15,177	236	17,802
FORTUNA	269	23,885	387	30,132	PACIFIC GROVE	471	27,649	649	32,054
FOSTER CITY	360	49,778	610	89,035	PACIFICA	473	34,331	727	38,013
FOWLER	87	11,671	130	22,024	PALOS VERDES ESTATES	197	2,465	293	4,813

TABLE 6. TAXABLE SALES IN ALL CITIES EXCEPT THE 272 LARGEST, SECOND 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	616	32,960	862	36,344	SOLEDAD	128	11,096	169	12,063
PARLIER	88	6,448	110	7,660	SOLVANG	259	16,747	358	22,062
PATTERSON	182	25,153	248	30,955	SOUTH PASADENA	439	31,295	651	36,539
PIEDMONT	118	2,673	192	2,896	ST. HELENA	264	33,919	491	51,405
PISMO BEACH	332	45,837	418	48,350	SUISUN	229	17,642	311	18,488
PLYMOUTH	47	2,379	69	3,319	SUSANVILLE	169	26,030	274	28,527
POINT ARENA	39	1,909	48	2,058	SUTTER CREEK	133	3,809	176	4,366
PORT HUENEME	190	17,721	282	19,862	TAFT	172	18,858	252	33,769
PORTOLA	74	2,667	105	3,809	TEHACHAPI	316	30,249	418	32,091
PORTOLA VALLEY	78	2,517	133	3,338	TEHAMA	5	#	5	26 #
RANCHO PALOS VERDES	486	29,764	680	37,454	TEMPLE CITY	458	31,213	707	35,447
REEDLEY	239	24,656	382	32,434	TIBURON	188	8,329	325	9,690
RIO DELL	39	2,208	57	3,149	TRINIDAD	28	2,086	36	2,107
RIO VISTA	118	11,304	185	18,936	TULELAKE	12	430	18	2,793
RIPON	158	34,235	234	39,397	TWENTYNINE PALMS	221	22,414	312	25,367
ROLLING HILLS	22	#	31	44 #	VERNON	238	14,202	1,025	86,909
ROLLING HILLS ESTATES	348	23,471	473	26,825	VILLA PARK	67	2,824	124	3,092
ROSS	46	582	88	869	WALNUT	573	26,776	1,064	35,760
SAN ANSELMO	409	18,742	648	22,656	WASCO	166	19,470	224	23,856
SAN JACINTO	396	40,202	586	48,172	WATERFORD	73	5,567	93	7,825
SAN JOAQUIN	22	1,548	32	5,484	WEED	87	10,680	116	11,035
SAN JUAN BAUTISTA	151	2,710	177	2,960	WESTLAKE VILLAGE	379	48,002	692	59,744
SAN MARINO	215	6,846	336	8,841	WESTMORLAND	17	#	20	3,290 #
SAN PABLO	322	31,117	439	36,519	WHEATLAND	40	2,736	50	3,723
SAND CITY	60	39,982	126	45,870	WILDOMAR	313	24,517	426	26,533
SANGER	246	32,277	365	37,198	WILLIAMS	79	11,234	107	12,546
SANTA PAULA	285	30,661	493	40,297	WILLITS	199	25,838	296	31,476
SARATOGA	404	16,041	616	20,182	WILLOWS	108	17,287	162	28,398
SAUSALITO	483	27,296	809	32,370	WINTERS	102	7,743	144	8,276
SCOTTS VALLEY	320	30,647	522	37,601	WOODLAKE	69	3,509	93	5,178
SEBASTOPOL	410	27,329	583	31,498	WOODSIDE	110	8,087	188	10,459
SHASTA LAKE	127	5,895	201	11,404	YOUNTVILLE	67	16,009	130	18,970
SIERRA MADRE	238	4,650	336	5,800	YREKA	251	29,361	398	33,212
SIGNAL HILL	359	175,938	735	212,966					
SOLANA BEACH	536	47,468	836	60,555					

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

FOOTNOTES

- a/ Per capita taxable sales were derived by dividing second quarter self-assessed taxable sales by the population estimates of the State Department of Finance for July 1. The populations used were 38,476,724 for 2009 and 38,826,898 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

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