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Taxable Sales In California (Sales & Use Tax)

2010 Fourth 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

FOURTH QUARTER 2010

Taxable sales in California totaled \$128.9 billion in the fourth quarter of 2010, up \$8.5 billion (or 7.1 percent) from the same quarter the previous year. Personal income continued this upward trend, increasing 6.6 percent over the same period.

In constant dollar terms, taxable sales increased 6.4 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 0.6 percent. In comparison, the California Consumer Price Index, which measures the rate of change of common consumer goods, was up 1.1 percent.

The San Joaquin Valley region far outstripped the rest of the state in taxable sales, growing \$1.4 billion (or 13.5 percent) over the same quarter last year. All other state regions posted positive numbers for the period however, with the San Francisco Bay Area increasing \$2.2 billion (or 7.9 percent) and Southern California and the Central Coast tying at 6.2 percent growth.

All Board districts posted solid gains, ranging from 6 to 8.5 percent.

All of the state's 10 largest cities posted increases in taxable sales this quarter, over the same quarter the year before. The big winners for this period were the City of Long Beach, the state's 7th city by population, again with the highest growth, gaining \$173 million (or 14.6 percent) over the same quarter last year. Close behind were the City of San Jose (3rd largest population), posting an increase of \$344 million (or 12.0 percent), and the City of San Francisco (4th largest population), increasing \$359 million

(or 10.4 percent). Taxable sales in Los Angeles, the state's largest city by population, increased by a healthy 6.1 percent (or \$ 529 million). Sacramento, the 6th largest city, grew by a respectable 2.3 percent (or \$ 30 million)

Sales at gasoline stations continued to outperform most other industry segments, increasing \$1.3 billion (or 12.1 percent). Over half of the increase in sales by gasoline stations resulted from higher prices, as fuel prices rose 6.8 percent. Gallons sold also increased, along with taxable sales of products other than gasoline. Taxable sales growth at Gasoline Stations was second only to Motor Vehicle and Parts dealers, with a growth of \$1.4 billion (or 12.9 percent). This segment was buoyed by strong numbers from both new car dealers (up 14.7 percent) and used car dealers (up 15.5 percent).

Clothing and Accessories stores continued to show well, increasing by \$565 million, up 7.2 percent over the same quarter the year before. Food and Beverage stores posted the lowest gains for all industry segments, improving only \$85.2 million (or 1.4 percent).

Sales for "All Other Outlets", which represents manufacture and wholesale, grew by \$3.3 billion, a gain of 9.0 percent over the same quarter last year. Within this segment, Transportation and Warehousing grew by 22.5 percent, Manufacturing grew at 13.6 percent, and Wholesale Trade grew at 11.3 percent. Finance and Insurance continued to lag, decreasing 2.1 percent, and Real Estate decreased 1.4 percent.

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

NAICS	Type of business	Number of permits on January 1, 2011	Taxable transactions			Per capita taxable transactions a/	
			Amount (in thousands)	Percent of total	Percent change from year to year	2010	2009
Retail and Food Services							
441	Motor Vehicle and Parts Dealers	32,557	12,062,484	9.36	12.9	321.57	286.96
44111	New Car Dealers	2,290	8,885,820	6.89	14.7	236.89	208.14
44112	Used Car Dealers	7,345	1,156,037	.90	15.5	30.82	26.88
4412	Other Motor Vehicle Dealers	3,127	506,326	.39	-3.3	13.50	14.07
4413	Auto. Parts, Accessories and Tire Stores	19,795	1,514,302	1.17	7.4	40.37	37.86
442	Furniture and Home Furnishings Stores	17,811	2,395,213	1.86	3.4	63.85	62.25
4421	Furniture Stores	8,360	1,403,354	1.09	7.2	37.41	35.18
4422	Home Furnishings Stores	9,451	991,859	.77	-1.6	26.44	27.07
443	Electronics and Appliance Stores	21,874	4,019,543	3.12	3.9	107.16	103.95
44311	Appliance, T.V., and Other Electronics Stores	9,487	2,492,531	1.93	0.0	66.45	66.95
44312	Computer and Software Stores	11,343	1,428,378	1.11	11.3	38.08	34.48
44313	Camera and Photographic Supplies Stores	1,044	98,634	.08	4.7	2.63	2.53
444	Bldg. Matrl. and Garden Equip. and Supplies	16,986	5,911,891	4.59	4.9	157.61	151.45
4441	Building Material and Supplies Dealers	11,582	5,419,260	4.20	5.2	144.47	138.37
4442	Lawn and Garden Equip. and Supplies Stores	5,404	492,631	.38	1.2	13.13	13.08
445	Food and Beverage Stores	30,423	6,047,277	4.69	1.4	161.21	160.17
44511	Supermarkets and Other Grocery Stores	12,282	4,489,496	3.48	-1.0	119.69	121.79
44512	Convenience Stores	4,966	547,003	.42	15.3	14.58	12.75
4452	Specialty Food Stores	7,017	160,332	.12	8.0	4.27	3.99
4453	Beer, Wine, and Liquor Stores	6,158	850,445	.66	5.6	22.67	21.64
446	Health and Personal Care Stores	21,902	2,592,487	2.01	4.0	69.11	67.00
44611	Pharmacies and Drug Stores	5,736	1,692,828	1.31	0.7	45.13	45.14
44612-44619	Health and Personal Care Stores	16,166	899,659	.70	10.6	23.98	21.85
447	Gasoline Stations	10,009	11,720,893	9.09	12.1	312.47	280.78
448	Clothing and Clothing Accessories Stores	65,176	8,394,883	6.51	7.2	223.80	210.34
44811	Men's Clothing Stores	2,495	232,628	.18	3.6	6.20	6.03
44812	Women's Clothing Stores	10,246	1,216,000	.94	4.7	32.42	31.20
44813-44819	Family Clothing Stores, Accessories, and Other Stores	35,846	5,215,427	4.05	8.3	139.04	129.43
4482	Shoe Stores	5,130	814,711	.63	7.7	21.72	20.32
4483	Jewelry, Luggage, and Leather Goods Stores	11,459	916,117	.71	5.4	24.42	23.35
451	Sporting Goods, Hobby, Book, and Music Stores	27,844	2,981,452	2.31	2.8	79.48	77.88
45111	Sporting Goods Stores	9,071	1,078,111	.84	4.1	28.74	27.83
45112-45114	Hobby, Toy and Musical Instrument Stores	7,276	1,255,810	.97	5.4	33.48	32.02
4512	Book, Periodical, and Music Stores	11,497	647,531	.50	-3.5	17.26	18.03
452	General Merchandise Stores	15,445	14,655,321	11.37	2.8	390.70	382.97
453	Miscellaneous Store Retailers	114,664	4,506,547	3.50	3.9	120.14	116.57
4531	Florists	4,742	117,159	.09	0.4	3.12	3.13
45321	Office Supplies and Stationery Stores	2,293	1,042,898	.81	0.3	27.80	27.94
45322	Gift, Novelty, and Souvenir Stores	17,479	493,586	.38	5.4	13.16	12.58
4533	Used Merchandise Stores	13,485	193,096	.15	4.5	5.15	4.97
4539	Other Miscellaneous Store Retailers	76,665	2,659,808	2.06	5.1	70.91	67.95
454	Nonstore Retailers	168,088	826,270	.64	3.7	22.03	21.40
722	Food Services and Drinking Places	92,361	12,867,968	9.98	5.0	343.05	329.18
7221	Full-Service Restaurants	31,469	6,445,061	5.00	5.2	171.82	164.52
7222	Limited-Service Eating Places	49,659	5,641,446	4.38	4.7	150.40	144.74
7223	Special Food Services	8,425	511,765	.40	7.7	13.64	12.77
7224	Drinking Places (Alcoholic Beverages)	2,808	269,696	.21	1.3	7.19	7.15
Total Retail and Food Services		635,140	88,982,227	69.03	6.2	2,372.18	2,250.90
All Other Outlets							
11	Agriculture, Forestry, Fishing and Hunting	1,965	160,394	.12	5.9	4.28	4.07
21	Mining, Quarrying, and Oil and Gas Extraction	394	193,425	.15	6.9	5.16	4.86
22	Utilities	618	200,736	.16	126.2	5.35	2.38
23	Construction	14,785	1,708,572	1.33	3.6	45.55	44.29
31 - 33	Manufacturing	52,344	9,179,687	7.12	13.6	244.72	217.04
42	Wholesale Trade	86,881	14,123,615	10.96	11.3	376.52	341.01
48 - 49	Transportation and Warehousing	3,392	351,370	.27	22.5	9.37	7.71
51	Information	6,091	2,248,166	1.74	12.8	59.93	53.56
52	Finance and Insurance	3,027	571,745	.44	-2.1	15.24	15.68
53	Real Estate and Rental and Leasing	21,983	3,983,995	3.09	-1.4	106.21	108.50
54	Professional, Scientific, and Technical Services	33,998	1,280,958	.99	4.6	34.15	32.89
55	Management of Companies and Enterprises	60	19,559	.02	-14.5	0.52	0.61
56	Adm. and Support and Waste Mgmt. and Remediation	13,995	567,443	.44	6.8	15.13	14.27
61	Educational Services	6,712	262,936	.20	2.6	7.01	6.88
62	Health Care and Social Assistance	6,563	326,831	.25	4.1	8.71	8.44
71	Arts, Entertainment, and Recreation	5,370	574,847	.45	4.9	15.32	14.72
721	Accommodation	2,341	794,044	.62	7.3	21.17	19.89
81	Other Services (except Public Administration)	61,086	1,734,990	1.35	5.8	46.25	44.07
92	Public Administration	1,144	156,219	.12	-18.2	4.16	5.13
Others	Others	161	1,488,574	1.15	5.3	39.68	37.99
Total All Other Outlets		322,910	39,928,106	30.97	9.0	1,064.44	984.00
Total All Outlets		958,050	128,910,334	100.00	7.1	3,436.62	3,234.90
Historical Data							
Comparable data for total all outlets:							
	2005	1,064,305	143,553,106		6.6	3,974.76	
	2006	1,049,325	146,504,636		2.1	4,024.89	
	2007	1,050,020	145,304,568		-0.8	3,958.78	
	2008	942,563	127,904,743		-12.0	3,460.00	
	2009	938,719	120,415,570		-5.9	3,234.90	

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

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

(Taxable transactions in thousands of dollars)

County	Sales tax permits as of January 1, 2011			Taxable transactions				Percent change year to year
	Incorporated cities	Outside incorporated cities	Total	Incorporated cities	Outside incorporated cities	Unallocated b/	Total	
Alameda	36,927	1,915	38,842	\$4,949,581	\$153,773	\$731,200	\$5,834,554	5.8
Alpine	--	66	66	--	2,957	2,982	5,939	19.7
Amador	636	693	1,329	25,735	56,732	10,573	93,040	-0.8
Butte	4,253	1,583	5,836	525,029	55,463	68,329	648,821	5.8
Calaveras	181	1,300	1,481	13,755	43,407	11,308	68,470	5.3
Colusa	283	204	487	47,032	28,921	8,372	84,324	-5.4
Contra Costa	18,549	2,617	21,166	2,656,016	194,713	416,845	3,267,575	2.5
Del Norte	245	306	551	22,497	18,880	9,889	51,266	2.7
El Dorado	1,385	4,143	5,528	135,803	216,252	56,706	408,761	2.9
Fresno	15,668	2,984	18,652	2,128,573	255,089	288,600	2,672,263	5.5
Glenn	398	274	672	41,459	17,715	10,957	70,130	6.6
Humboldt	2,653	1,823	4,476	292,267	95,878	46,756	434,900	3.8
Imperial	2,980	432	3,412	432,972	58,412	88,279	579,663	16.9
Inyo	398	281	679	40,792	21,923	14,871	77,585	8.5
Kern	9,888	5,363	15,251	1,688,833	1,211,980	419,273	3,320,086	32.5
Kings	1,665	363	2,028	230,891	38,431	55,708	325,030	11.6
Lake	558	1,113	1,671	57,005	48,203	14,704	119,912	0.7
Lassen	274	306	580	31,093	13,785	11,606	56,485	3.6
Los Angeles	250,769	14,049	264,818	27,151,449	1,055,751	3,190,630	31,397,830	6.5
Madera	1,230	1,572	2,802	139,488	137,059	44,042	320,589	21.5
Marin	8,119	1,643	9,762	862,091	85,947	106,855	1,054,893	4.8
Mariposa	--	635	635	--	31,634	4,397	36,030	1.0
Mendocino	1,499	2,086	3,585	159,986	90,082	26,573	276,641	1.0
Merced	2,686	891	3,577	383,603	105,222	69,886	558,711	6.6
Modoc	156	181	337	10,723	3,507	5,250	19,479	-4.2
Mono	360	223	583	36,390	6,205	10,467	53,062	22.4
Monterey	7,247	2,958	10,205	982,100	168,548	134,336	1,284,984	5.2
Napa	3,605	1,466	5,071	380,603	159,683	71,228	611,514	3.8
Nevada	1,874	1,964	3,838	186,477	39,110	41,295	266,882	3.4
Orange	89,226	1,635	90,861	11,421,916	159,930	1,256,727	12,838,573	5.9
Placer	7,562	3,392	10,954	1,208,265	257,655	150,664	1,616,584	5.5
Plumas	105	831	936	3,776	27,731	12,634	44,141	7.0
Riverside	39,387	6,424	45,811	5,008,374	690,461	588,913	6,287,748	6.9
Sacramento	20,492	11,113	31,605	2,624,523	1,320,065	567,619	4,512,207	3.6
San Benito	891	314	1,205	67,772	44,617	14,000	126,390	12.9
San Bernardino	41,416	5,627	47,043	5,568,529	385,676	600,715	6,554,921	5.8
San Diego	70,839	11,453	82,292	9,402,385	501,701	1,193,018	11,097,104	5.7
San Francisco	26,722	--	26,722	3,802,919	--	--	3,802,919	10.4
San Joaquin	9,846	2,509	12,355	1,511,702	258,340	216,909	1,986,951	6.5
San Luis Obispo	5,939	3,385	9,324	689,193	143,405	102,501	935,104	6.2
San Mateo	17,261	1,593	18,854	2,592,609	311,666	414,399	3,318,673	8.3
Santa Barbara	9,695	2,374	12,069	1,113,290	172,963	163,105	1,449,359	8.2
Santa Clara	41,644	1,272	42,916	7,221,859	87,348	1,208,393	8,517,600	13.0
Santa Cruz	4,534	3,649	8,183	466,453	179,546	71,274	717,273	3.3
Shasta	3,611	1,764	5,375	493,106	74,576	79,105	646,787	0.8
Sierra	22	94	116	995	1,387	1,734	4,116	34.2
Siskiyou	1,102	655	1,757	73,612	16,578	22,307	112,497	7.5
Solano	7,295	453	7,748	1,216,223	39,610	154,720	1,410,553	2.9
Sonoma	10,911	5,804	16,715	1,314,160	269,837	157,089	1,741,086	4.3
Stanislaus	7,431	2,207	9,638	1,179,162	288,707	160,985	1,628,854	8.1
Sutter	1,480	410	1,890	237,241	46,882	27,860	311,982	4.4
Tehama	733	680	1,413	128,709	18,701	16,978	164,388	23.1
Trinity	--	528	528	--	15,790	11,207	26,996	52.5
Tulare	5,967	2,244	8,211	970,638	133,185	117,457	1,221,281	10.2
Tuolumne	592	1,275	1,867	57,920	70,008	18,136	146,063	13.8
Ventura	19,846	1,796	21,642	2,410,818	83,576	281,798	2,776,193	5.1
Yolo	3,530	399	3,929	618,133	58,018	88,488	764,639	6.9
Yuba	398	808	1,206	40,419	52,426	19,451	112,296	5.0
Statewide	--	--	6,965	--	--	37,636	37,636	-65.6
TOTAL	822,963	128,122	958,050	\$105,056,949	\$10,125,647	\$13,727,737	\$128,910,334	7.1
HISTORICAL DATA								
2005	909,491	146,432	1,064,305	\$117,078,206	\$11,266,024	\$15,208,876	\$143,553,106	6.6
2006	896,386	144,747	1,049,325	119,780,501	11,418,595	15,305,540	146,504,636	2.1
2007	898,691	143,253	1,050,020	118,588,231	11,443,267	15,273,070	145,304,568	-0.8
2008	805,565	129,834	942,563	103,689,190	10,454,456	13,761,096	127,904,743	-12.0
2009	804,154	127,672	938,719	98,753,136	9,180,334	12,482,100	120,415,570	-5.9

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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, FOURTH 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	1,181	574,655	228	55,336	703	308,642	180	40,305
New Car Dealers	96	455,033	17	36,152	62	243,673	12	27,911
Used Car Dealers	317	49,305	51	3,957	191	21,439	31	2,941
Other Motor Vehicle Dealers	107	16,453	29	3,180	68	5,949	23	690
Auto. Parts, Accessories and Tire Stores	661	53,864	131	12,047	382	37,581	114	8,763
Furniture and Home Furnishings Stores	651	109,672	87	9,336	428	64,380	85	4,032
Furniture Stores	292	70,744	33	4,446	182	27,848	30	1,182
Home Furnishings Stores	359	38,927	54	4,890	246	36,532	55	2,849
Electronics and Appliance Stores	950	168,166	131	19,389	489	106,049	110	3,174
Appliance, T.V., and Other Electronics Stores	320	104,446	56	14,469	176	80,031	34	1,322
Computer and Software Stores	595	62,068	71	4,870	289	24,882	72	1,819
Camera and Photographic Supplies Stores	35	1,652	4	50	24	1,136	4	33
Bldg. Matrl. and Garden Equip. and Supplies	622	256,964	187	40,611	392	164,397	145	24,400
Building Material and Supplies Dealers	495	239,468	122	34,744	274	146,779	91	19,866
Lawn and Garden Equip. and Supplies Stores	127	17,497	65	5,867	118	17,618	54	4,535
Food and Beverage Stores	1,356	250,898	152	39,549	648	191,053	151	37,935
Supermarkets and Other Grocery Stores	578	178,336	71	33,583	274	146,798	53	32,983
Convenience Stores	223	16,774	25	2,181	126	14,697	22	2,052
Specialty Food Stores	276	7,408	32	349	134	4,311	31	565
Beer, Wine, and Liquor Stores	279	48,380	24	3,436	114	25,248	45	2,333
Health and Personal Care Stores	673	112,859	110	13,263	441	71,666	96	9,815
Pharmacies and Drug Stores	159	77,097	40	10,483	109	53,039	19	8,433
Health and Personal Care Stores	514	35,762	70	2,780	332	18,627	77	1,382
Gasoline Stations	420	444,397	82	67,051	298	355,968	52	54,698
Clothing and Clothing Accessories Stores	2,188	287,727	259	27,522	1,243	207,893	254	12,109
Men's Clothing Stores	87	7,836	5	985	58	6,748	6	#
Women's Clothing Stores	308	37,774	41	5,170	208	27,574	30	1,953
Family Clothing Stores, Accessories, and Other Stores	1,160	191,874	135	15,008	615	134,115	150	8,936 #
Shoe Stores	150	30,267	20	3,817	89	18,556	4	301
Jewelry, Luggage, and Leather Goods Stores	483	19,977	58	2,542	273	20,899	64	918
Sporting Goods, Hobby, Book, and Music Stores	1,128	139,349	200	19,955	626	91,369	198	8,287
Sporting Goods Stores	256	45,704	87	6,650	199	31,051	88	6,410
Hobby, Toy and Musical Instrument Stores	306	55,902	42	8,470	160	41,901	37	1,041
Book, Periodical, and Music Stores	566	37,744	71	4,836	267	18,418	73	837
General Merchandise Stores	467	541,459	45	102,635	232	452,387	39	34,753
Miscellaneous Store Retailers	4,940	246,072	722	24,565	2,914	105,893	813	15,637
Florists	215	4,539	15	290	122	1,899	24	230
Office Supplies and Stationery Stores	73	88,035	9	2,956	51	14,704	8	2,206
Gift, Novelty, and Souvenir Stores	510	19,331	122	2,138	300	10,587	197	2,787
Used Merchandise Stores	384	7,634	125	2,055	181	4,499	60	1,596
Other Miscellaneous Store Retailers	3,758	126,533	451	17,126	2,260	74,204	524	8,817
Nonstore Retailers	6,148	21,296	1,262	4,357	3,416	16,254	1,224	6,730
Food Services and Drinking Places	4,330	513,901	532	57,861	2,089	288,410	465	40,828
Full-Service Restaurants	1,374	236,791	196	27,195	704	141,208	196	21,883
Limited-Service Eating Places	2,324	231,849	263	27,013	1,123	129,863	230	17,282
Special Food Services	461	27,864	46	1,214	168	6,382	25	836
Drinking Places (Alcoholic Beverages)	171	17,396	27	2,439	94	10,956	14	828
Total Retail and Food Services	25,054	3,667,416	3,997	481,430	13,919	2,424,360	3,812	292,703
All Other Outlets	13,788	2,167,138	1,839	167,391	7,247	843,215	1,716	116,058
Total All Outlets	38,842	5,834,554	5,836	648,821	21,166	3,267,575	5,528	408,761
Historical Data								
Comparable data for total all outlets:								
2005	42,806	6,513,788	6,357	719,955	23,801	3,651,692	6,410	504,917
2006	41,924	6,629,411	6,322	731,987	23,275	3,747,127	6,240	486,060
2007	42,610	6,766,267	6,376	707,442	23,590	3,766,030	6,222	483,090
2008	38,312	5,811,077	5,711	644,065	21,275	3,305,054	5,674	415,704
2009	38,669	5,513,512	5,734	613,058	21,084	3,188,666	5,502	397,281

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

TABLE 3. TAXABLE SALES IN THE 36 LARGEST COUNTIES, BY TYPE OF BUSINESS, FOURTH 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	979	281,556	123	41,792	154	45,315	729	234,146
New Car Dealers	68	175,584	11	22,725	8	29,406	52	163,622
Used Car Dealers	272	48,615	28	6,233	29	4,307 #	140	17,816
Other Motor Vehicle Dealers	63	12,792	13	1,516	11	#	55	10,632
Auto. Parts, Accessories and Tire Stores	576	44,566	71	11,318	106	11,601	482	42,075
Furniture and Home Furnishings Stores	360	44,765	49	6,125	43	2,372	235	95,481
Furniture Stores	200	27,956	18	2,667	21	402	125	#
Home Furnishings Stores	160	16,809	31	3,458	22	1,970	110	95,481 #
Electronics and Appliance Stores	433	53,929	69	6,052	51	12,573	261	43,807
Appliance, T.V., and Other Electronics Stores	208	36,881	24	3,300 #	22	#	149	29,950 #
Computer and Software Stores	210	15,181	42	2,752	29	12,573 #	103	13,857
Camera and Photographic Supplies Stores	15	1,867	3	#	--	#	9	#
Bldg. Matrl. and Garden Equip. and Supplies	392	122,819	168	38,315	97	25,407	330	111,662
Building Material and Supplies Dealers	236	99,188	98	29,396	60	15,770	219	95,634
Lawn and Garden Equip. and Supplies Stores	156	23,631	70	8,920	37	9,637	111	16,028
Food and Beverage Stores	778	147,439	130	31,734	110	16,575	647	126,036
Supermarkets and Other Grocery Stores	391	111,117	73	27,294	55	12,961	377	103,775
Convenience Stores	119	10,691	17	1,869 #	20	2,800 #	104	12,090
Specialty Food Stores	116	2,274	23	#	25	#	89	1,085
Beer, Wine, and Liquor Stores	152	23,358	17	2,571	10	814	77	9,086
Health and Personal Care Stores	385	52,626	79	10,356	54	5,057	327	41,564
Pharmacies and Drug Stores	140	38,292	40	8,896	22	3,028	124	31,074
Health and Personal Care Stores	245	14,334	39	1,460	32	2,029	203	10,491
Gasoline Stations	325	263,090	65	39,769	70	56,635	357	360,046
Clothing and Clothing Accessories Stores	1,390	128,271	191	14,478	336	48,383	717	91,423
Men's Clothing Stores	48	3,488	5	780	14	571	32	1,937
Women's Clothing Stores	174	18,537	31	1,969	80	7,397	101	15,304
Family Clothing Stores, Accessories, and Other Stores	902	81,519	110	7,324	164	33,708	387	52,489
Shoe Stores	83	13,937	9	1,656	53	4,501	75	11,829
Jewelry, Luggage, and Leather Goods Stores	183	10,790	36	2,748	25	2,207	122	9,864
Sporting Goods, Hobby, Book, and Music Stores	562	61,152	135	12,660	79	8,667	381	39,264
Sporting Goods Stores	193	19,907	50	5,541	33	1,027	146	13,360
Hobby, Toy and Musical Instrument Stores	152	27,970	31	3,891	32	6,917	113	19,829
Book, Periodical, and Music Stores	217	13,274	54	3,227	14	722	122	6,075
General Merchandise Stores	283	377,207	40	59,683	72	118,521	240	305,996
Miscellaneous Store Retailers	2,008	84,096	553	17,082	499	9,091	1,684	61,163
Florists	66	2,193	17	251	16	192	70	1,592
Office Supplies and Stationery Stores	40	20,052	5	#	6	2,035	29	12,965
Gift, Novelty, and Souvenir Stores	421	9,446	89	2,241	33	1,403	244	5,610
Used Merchandise Stores	412	4,265	55	2,263	256	710	219	2,826
Other Miscellaneous Store Retailers	1,069	48,140	387	12,327 #	188	4,752	1,122	38,171
Nonstore Retailers	2,310	12,754	1,185	4,518	459	1,998	2,903	11,052
Food Services and Drinking Places	1,955	235,659	377	35,107	329	37,008	1,609	197,727
Full-Service Restaurants	641	99,032	163	19,148	74	10,581	549	77,592
Limited-Service Eating Places	1,088	126,051	160	14,062	207	25,572	859	113,511
Special Food Services	173	7,539	34	493	32	352	144	3,682
Drinking Places (Alcoholic Beverages)	53	3,037	20	1,404	16	503	57	2,942
Total Retail and Food Services	12,160	1,865,360	3,164	317,672	2,353	387,601	10,420	1,719,367
All Other Outlets	6,492	806,903	1,312	117,229	1,059	192,062	4,831	1,600,719
Total All Outlets	18,652	2,672,263	4,476	434,900	3,412	579,663	15,251	3,320,086
Historical Data								
Comparable data for total all outlets:								
2005	20,271	3,153,619	4,794	427,501	4,424	554,729	16,336	2,867,768
2006	20,467	3,181,552	4,745	450,846	4,338	571,261	16,532	3,029,730
2007	20,530	3,046,243	4,832	450,719	4,163	635,709	17,002	2,995,142
2008	18,671	2,726,219	4,446	410,128	3,403	587,743	15,061	2,927,203
2009	18,789	2,534,031	4,493	418,787	3,328	495,866	15,037	2,505,594

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

TABLE 3. TAXABLE SALES IN THE 36 LARGEST COUNTIES, BY TYPE OF BUSINESS, FOURTH 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	94	29,096	8,610	2,860,517	177	125,244	97	26,810
New Car Dealers	7	20,886	540	2,179,406	25	107,212	6	16,177
Used Car Dealers	18	1,439	1,815	267,640	43	7,437	16	1,281
Other Motor Vehicle Dealers	8	172	505	97,794	29	1,868	14	2,453
Auto. Parts, Accessories and Tire Stores	61	6,599	5,750	315,676	80	8,726	61	6,899
Furniture and Home Furnishings Stores	29	3,085	5,084	591,433	204	31,668	41	3,040
Furniture Stores	22	2,542	2,609	353,019	95	13,300	16	1,383
Home Furnishings Stores	7	543	2,475	238,414	109	18,369	25	1,658
Electronics and Appliance Stores	40	2,055	6,170	988,127	143	35,298	29	3,510
Appliance, T.V., and Other Electronics Stores	21	1,444 #	3,095	644,519	53	26,348	17	2,234 #
Computer and Software Stores	18	611	2,783	299,491	84	8,213	9	1,276
Camera and Photographic Supplies Stores	1	#	292	44,117	6	737	3	#
Bldg. Matrl. and Garden Equip. and Supplies	63	19,369	3,552	1,576,184	133	57,115	134	24,588
Building Material and Supplies Dealers	37	14,231	2,686	1,515,291	84	52,586	68	18,986
Lawn and Garden Equip. and Supplies Stores	26	5,138	866	60,894	49	4,529	66	5,602
Food and Beverage Stores	102	18,318	8,650	1,394,158	206	75,772	133	26,257
Supermarkets and Other Grocery Stores	54	13,322	3,288	1,028,985	83	57,130	57	23,753
Convenience Stores	17	3,158	1,537	112,663	26	5,798	12	1,201
Specialty Food Stores	15	97	2,123	48,512	48	1,309	35	390
Beer, Wine, and Liquor Stores	16	1,741	1,702	203,998	49	11,535	29	913
Health and Personal Care Stores	38	5,640	7,514	734,062	159	32,317	36	7,134
Pharmacies and Drug Stores	12	4,357	1,861	440,476	37	23,105	21	6,295
Health and Personal Care Stores	26	1,283	5,653	293,586	122	9,212	15	839
Gasoline Stations	43	36,781	2,191	2,857,261	68	78,913	54	40,655
Clothing and Clothing Accessories Stores	154	15,035	22,987	2,310,622	523	80,531	114	8,149
Men's Clothing Stores	3	#	939	63,615	19	2,266	6	293
Women's Clothing Stores	16	2,235	4,014	368,552	91	13,044	22	1,585
Family Clothing Stores, Accessories, and Other Stores	97	9,118 #	12,423	1,444,310	256	57,793	53	4,864
Shoe Stores	13	1,769	1,917	224,649	25	2,944	10	679
Jewelry, Luggage, and Leather Goods Stores	25	1,913	3,694	209,496	132	4,484	23	728
Sporting Goods, Hobby, Book, and Music Stores	50	3,715	7,322	684,408	324	39,480	119	6,064
Sporting Goods Stores	19	#	1,897	205,115	95	18,278	40	2,649
Hobby, Toy and Musical Instrument Stores	14	3,318 #	2,126	322,091	70	13,278	29	2,189
Book, Periodical, and Music Stores	17	396	3,299	157,202	159	7,924	50	1,225
General Merchandise Stores	30	48,873	6,596	3,265,210	57	88,060	25	25,198
Miscellaneous Store Retailers	228	7,719	32,762	1,218,058	1,207	47,354	446	12,946
Florists	5	203	1,312	32,492	48	1,289	11	89
Office Supplies and Stationery Stores	6	#	725	278,024	18	7,598	8	#
Gift, Novelty, and Souvenir Stores	44	623	4,655	125,796	200	4,706	80	2,202
Used Merchandise Stores	49	407	3,589	42,723	125	3,044	39	436
Other Miscellaneous Store Retailers	124	6,486 #	22,481	739,023	816	30,718	308	10,219 #
Nonstore Retailers	245	2,335	40,738	219,393	1,942	7,768	916	5,405
Food Services and Drinking Places	262	28,663	25,724	3,589,547	730	105,619	291	23,561
Full-Service Restaurants	67	7,166	7,803	1,738,972	340	72,054	150	11,841
Limited-Service Eating Places	157	20,152	15,060	1,625,968	284	27,852	100	9,984
Special Food Services	29	870	2,270	167,015	87	3,733	24	83
Drinking Places (Alcoholic Beverages)	9	475	591	57,592	19	1,980	17	1,653
Total Retail and Food Services	1,378	220,684	177,900	22,288,981	5,873	805,139	2,435	213,318
All Other Outlets	650	104,345	86,918	9,108,849	3,889	249,754	1,150	63,323
Total All Outlets	2,028	325,030	264,818	31,397,830	9,762	1,054,893	3,585	276,641
Historical Data								
Comparable data for total all outlets:								
2005	2,124	316,487	300,792	34,849,549	11,153	1,146,438	3,732	308,980
2006	2,168	328,697	295,606	35,798,818	11,061	1,171,833	3,748	323,321
2007	2,192	345,420	295,251	35,940,858	11,011	1,191,668	3,820	328,396
2008	2,008	333,966	262,813	31,603,632	10,135	1,034,648	3,561	297,787
2009	1,998	291,299	260,242	29,485,211	9,984	1,006,982	3,575	273,946

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

TABLE 3. TAXABLE SALES IN THE 36 LARGEST COUNTIES, BY TYPE OF BUSINESS, FOURTH 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
Retail and Food Services								
Motor Vehicle and Parts Dealers	201	41,705	335	131,430	83	30,484	108	13,895
New Car Dealers	28	23,732	35	92,187	12	22,674	1	#
Used Car Dealers	43	7,545	77	16,396	8	750	13	1,929 #
Other Motor Vehicle Dealers	16	893	29	2,731	14	645	21	4,229
Auto. Parts, Accessories and Tire Stores	114	9,536	194	20,116	49	6,415	73	7,737
Furniture and Home Furnishings Stores	50	4,313	198	20,522	65	4,542	62	7,772
Furniture Stores	28	2,603	75	9,556	34	1,770	21	3,585
Home Furnishings Stores	22	1,711	123	10,966	31	2,772	41	4,187
Electronics and Appliance Stores	70	9,103	161	25,153	73	6,225	63	3,774
Appliance, T.V., and Other Electronics Stores	40	7,037 #	79	18,001	25	3,215 #	20	1,894 #
Computer and Software Stores	28	2,066	69	6,218	45	3,010	39	1,881
Camera and Photographic Supplies Stores	2	#	13	934	3	#	4	#
Bldg. Matrl. and Garden Equip. and Supplies	90	25,633	177	58,114	83	31,479	126	28,726
Building Material and Supplies Dealers	52	22,717	116	48,068	55	29,627	81	25,375
Lawn and Garden Equip. and Supplies Stores	38	2,916	61	10,047	28	1,852	45	3,350
Food and Beverage Stores	177	33,030	391	74,683	357	44,447	92	24,573
Supermarkets and Other Grocery Stores	96	22,220	176	52,571	61	26,914	39	22,517
Convenience Stores	31	6,726	69	11,499	18	2,662	14	1,443
Specialty Food Stores	27	965	87	3,099	29	405	24	108
Beer, Wine, and Liquor Stores	23	3,119	59	7,514	249	14,466	15	505
Health and Personal Care Stores	90	8,636	126	24,294	50	6,922	70	7,752
Pharmacies and Drug Stores	26	7,122	41	20,317	13	4,946	12	6,500
Health and Personal Care Stores	64	1,514	85	3,977	37	1,975	58	1,253
Gasoline Stations	91	104,728	136	125,303	33	49,983	33	27,381
Clothing and Clothing Accessories Stores	212	17,182	624	73,329	178	27,791	179	6,881
Men's Clothing Stores	8	#	29	2,825	6	845	8	#
Women's Clothing Stores	24	2,641	100	10,487	31	4,354	30	1,796
Family Clothing Stores, Accessories, and Other Stores	134	10,705 #	309	39,802	89	15,289	96	3,562 #
Shoe Stores	16	2,084	53	9,715	21	3,581	4	530
Jewelry, Luggage, and Leather Goods Stores	30	1,751	133	10,500	31	3,722	41	993
Sporting Goods, Hobby, Book, and Music Stores	96	7,916	255	26,250	104	8,681	158	9,543
Sporting Goods Stores	30	2,192	95	9,130	37	3,408	61	6,712
Hobby, Toy and Musical Instrument Stores	24	3,664	59	12,740	28	3,854	31	689
Book, Periodical, and Music Stores	42	2,059	101	4,380	39	1,419	66	2,142
General Merchandise Stores	58	89,753	105	158,894	27	56,351	32	14,245
Miscellaneous Store Retailers	384	12,838	1,080	44,748	452	21,462	561	13,136
Florists	16	290	59	1,538	24	1,015	12	243
Office Supplies and Stationery Stores	7	1,587	19	5,718	3	#	7	#
Gift, Novelty, and Souvenir Stores	89	755	245	7,985	64	1,160	125	1,343
Used Merchandise Stores	51	473	139	2,397	38	671	65	810
Other Miscellaneous Store Retailers	221	9,732	618	27,109	323	18,616 #	352	10,740 #
Nonstore Retailers	480	2,820	2,297	8,929	867	4,955	837	4,810
Food Services and Drinking Places	425	46,425	1,040	130,087	340	72,113	258	24,218
Full-Service Restaurants	138	16,642	433	72,992	140	51,204	106	13,014
Limited-Service Eating Places	225	28,903	480	51,356	135	15,937	128	10,338
Special Food Services	49	297	108	4,931	55	3,361	18	313
Drinking Places (Alcoholic Beverages)	13	583	19	807	10	1,611	6	552
Total Retail and Food Services	2,424	404,082	6,925	901,735	2,712	365,435	2,579	186,707
All Other Outlets	1,153	154,629	3,280	383,248	2,359	246,079	1,259	80,175
Total All Outlets	3,577	558,711	10,205	1,284,984	5,071	611,514	3,838	266,882
Historical Data								
Comparable data for total all outlets:								
2005	3,996	682,512	11,234	1,395,632	4,866	624,568	4,361	343,871
2006	3,939	661,251	11,225	1,448,527	4,923	648,446	4,300	357,056
2007	4,011	633,064	11,239	1,436,114	5,086	674,196	4,252	333,703
2008	3,636	545,426	10,181	1,263,443	4,853	620,998	3,893	274,467
2009	3,553	523,972	9,881	1,221,986	4,974	588,977	3,820	257,982

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

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

(Taxable transactions in thousands of dollars)

Type of business	ORANGE		PLACER		RIVERSIDE		SACRAMENTO	
	Permits	Taxable transactions						
<i>Retail and Food Services</i>								
Motor Vehicle and Parts Dealers	2,989	1,334,128	395	282,736	1,860	685,207	1,437	415,854
New Car Dealers	224	1,014,083	36	194,576	113	491,661	68	285,745
Used Car Dealers	721	171,119	113	59,546	336	54,156	400	44,618
Other Motor Vehicle Dealers	328	40,965	59	8,235	247	45,341	104	18,478
Auto. Parts, Accessories and Tire Stores	1,716	107,960	187	20,379	1,164	94,049	865	67,014
Furniture and Home Furnishings Stores	1,985	244,601	220	50,807	993	118,084	614	69,679
Furniture Stores	930	141,289	105	33,684	455	70,863	268	35,479
Home Furnishings Stores	1,055	103,312	115	17,122	538	47,220	346	34,200
Electronics and Appliance Stores	2,879	574,025	278	70,329	908	145,478	786	171,647
Appliance, T.V., and Other Electronics Stores	1,047	247,087	105	49,715 #	449	122,854	331	93,671
Computer and Software Stores	1,657	314,085	156	20,614	432	21,487	419	76,366
Camera and Photographic Supplies Stores	175	12,853	17	#	27	1,138	36	1,609
Bldg. Matrl. and Garden Equip. and Supplies	1,381	520,299	280	71,482	926	299,468	548	207,678
Building Material and Supplies Dealers	1,045	482,907	189	65,303	575	268,621	388	193,435
Lawn and Garden Equip. and Supplies Stores	336	37,392	91	6,179	351	30,847	160	14,243
Food and Beverage Stores	2,427	497,608	260	77,618	1,232	315,668	1,023	239,880
Supermarkets and Other Grocery Stores	916	359,104	79	59,891	481	231,510	401	185,982
Convenience Stores	318	40,820	45	5,624	215	45,425	205	22,908
Specialty Food Stores	719	22,783	90	1,818	326	6,973	253	3,058
Beer, Wine, and Liquor Stores	474	74,901	46	10,285	210	31,760	164	27,932
Health and Personal Care Stores	2,564	227,227	292	26,677	1,032	111,609	786	99,349
Pharmacies and Drug Stores	521	135,101	41	14,422	305	79,596	190	63,267
Health and Personal Care Stores	2,043	92,126	251	12,255	727	32,013	596	36,082
Gasoline Stations	693	971,757	112	165,789	482	699,482	368	390,357
Clothing and Clothing Accessories Stores	6,380	903,792	666	99,678	3,231	426,058	1,995	246,554
Men's Clothing Stores	223	23,117	14	2,288	149	14,654	61	9,043
Women's Clothing Stores	948	140,125	83	13,418	448	60,905	218	29,442
Family Clothing Stores, Accessories, and Other Stores	3,622	575,268	407	65,762	1,936	249,777	1,196	157,122
Shoe Stores	426	61,544	40	7,637	283	44,937	128	28,327
Jewelry, Luggage, and Leather Goods Stores	1,161	103,738	122	10,574	415	55,785	392	22,620
Sporting Goods, Hobby, Book, and Music Stores	2,888	306,195	419	55,776	1,181	130,872	1,040	129,398
Sporting Goods Stores	1,085	123,893	176	28,848	461	49,699	337	44,140
Hobby, Toy and Musical Instrument Stores	703	119,266	99	19,249	345	61,565	258	52,148
Book, Periodical, and Music Stores	1,100	63,036	144	7,678	375	19,608	445	33,109
General Merchandise Stores	1,545	1,443,493	136	177,244	728	929,272	387	619,696
Miscellaneous Store Retailers	10,657	437,915	1,514	45,730	5,538	178,840	4,019	144,436
Florists	449	11,103	45	643	162	2,653	154	2,526
Office Supplies and Stationery Stores	306	94,581	29	7,959	114	34,840	79	31,588
Gift, Novelty, and Souvenir Stores	1,763	42,706	318	4,801	794	21,016	800	14,803
Used Merchandise Stores	1,016	15,443	219	2,380	673	6,595	510	9,540
Other Miscellaneous Store Retailers	7,123	274,082	903	29,948	3,795	113,736	2,476	85,979
Nonstore Retailers	13,203	127,842	2,186	8,030	10,428	29,594	6,014	27,510
Food Services and Drinking Places	7,923	1,272,498	951	134,397	4,083	580,610	3,239	421,706
Full-Service Restaurants	2,472	669,793	363	73,704	1,268	249,781	1,086	198,849
Limited-Service Eating Places	4,521	534,029	519	57,717	2,395	310,807	1,754	202,279
Special Food Services	734	43,821	54	1,246	323	10,893	317	13,027
Drinking Places (Alcoholic Beverages)	196	24,856	15	1,730	97	9,129	82	7,551
Total Retail and Food Services	57,514	8,861,380	7,709	1,266,294	32,622	4,650,241	22,256	3,183,743
All Other Outlets	33,347	3,977,193	3,245	350,290	13,189	1,637,507	9,349	1,328,463
Total All Outlets	90,861	12,838,573	10,954	1,616,584	45,811	6,287,748	31,605	4,512,207
Historical Data								
Comparable data for total all outlets:								
2005	104,182	14,748,159	11,665	1,914,398	44,261	7,610,427	35,892	5,630,190
2006	102,980	15,154,931	11,765	1,936,023	44,848	7,652,024	35,361	5,434,664
2007	99,067	14,863,808	12,031	1,846,580	46,834	7,377,068	35,636	5,191,712
2008	88,276	12,850,371	11,011	1,572,750	41,426	6,191,900	31,824	4,653,161
2009	88,694	12,124,928	10,891	1,531,680	42,308	5,881,027	31,237	4,356,773

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

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

(Taxable transactions in thousands of dollars)

Type of business	SAN BERNARDINO		SAN DIEGO		SAN FRANCISCO		SAN JOAQUIN	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
<i>Retail and Food Services</i>								
Motor Vehicle and Parts Dealers	2,264	662,246	2,835	1,127,520	241	109,287	663	183,165
New Car Dealers	84	408,520	236	828,274	22	89,775	35	115,407
Used Car Dealers	456	87,416	809	110,920	46	3,000	141	14,321
Other Motor Vehicle Dealers	205	51,177	350	59,496	28	4,621	69	15,913
Auto. Parts, Accessories and Tire Stores	1,519	115,133	1,440	128,829	145	11,891	418	37,525
Furniture and Home Furnishings Stores	896	105,617	1,473	219,579	540	94,134	204	34,067
Furniture Stores	440	64,905	587	130,298	263	52,902	97	10,178
Home Furnishings Stores	456	40,712	886	89,281	277	41,232	107	23,889
Electronics and Appliance Stores	916	126,121	1,957	368,860	496	98,793	251	38,661
Appliance, T.V., and Other Electronics Stores	472	101,152	791	236,778	186	48,335	128	28,369
Computer and Software Stores	401	24,697	1,056	125,181	259	43,792	112	9,860
Camera and Photographic Supplies Stores	43	273	110	6,901	51	6,665	11	432
Bldg. Matrl. and Garden Equip. and Supplies	812	256,442	1,433	463,786	316	98,153	275	90,504
Building Material and Supplies Dealers	565	245,512	922	435,147	240	93,542	185	81,774
Lawn and Garden Equip. and Supplies Stores	247	10,930	511	28,639	76	4,611	90	8,730
Food and Beverage Stores	1,331	279,615	2,179	513,016	1,168	175,008	612	103,865
Supermarkets and Other Grocery Stores	491	197,728	767	360,129	644	128,886	254	81,818
Convenience Stores	268	45,348	389	58,625	135	7,416	107	9,004
Specialty Food Stores	302	5,816	575	13,599	237	6,775	144	2,345
Beer, Wine, and Liquor Stores	270	30,723	448	80,663	152	31,931	107	10,698
Health and Personal Care Stores	962	117,621	1,774	218,411	560	100,483	281	30,411
Pharmacies and Drug Stores	257	63,271	532	140,184	137	#	80	22,815
Health and Personal Care Stores	705	54,349	1,242	78,227	423	100,483 #	201	7,596
Gasoline Stations	597	783,524	789	947,859	123	134,041	211	267,704
Clothing and Clothing Accessories Stores	3,291	400,528	5,589	851,215	2,299	453,906	705	77,659
Men's Clothing Stores	133	10,758	198	20,496	92	10,100	22	2,075
Women's Clothing Stores	427	51,704	815	108,680	421	73,430	64	9,677
Family Clothing Stores, Accessories, and Other Stores	2,026	234,859	3,083	549,473	1,047	265,833	449	50,153
Shoe Stores	362	49,991	424	74,972	124	37,684	55	9,743
Jewelry, Luggage, and Leather Goods Stores	343	53,216	1,069	97,592	615	66,859	115	6,012
Sporting Goods, Hobby, Book, and Music Stores	1,150	150,530	2,762	284,704	850	96,995	310	44,232
Sporting Goods Stores	422	53,103	984	105,709	143	34,886	135	20,435
Hobby, Toy and Musical Instrument Stores	369	70,338	657	120,109	157	20,116	88	16,869
Book, Periodical, and Music Stores	359	27,090	1,121	58,886	550	41,993	87	6,928
General Merchandise Stores	1,030	856,837	952	1,376,718	256	237,805	167	285,019
Miscellaneous Store Retailers	5,434	323,088	10,207	376,705	3,716	173,989	1,360	85,976
Florists	146	2,566	611	13,394	229	8,104	36	1,048
Office Supplies and Stationery Stores	112	153,013	202	63,182	55	20,153	28	#
Gift, Novelty, and Souvenir Stores	756	18,747	1,282	49,598	622	39,695	249	3,360
Used Merchandise Stores	952	6,719	1,313	20,020	318	9,625	187	4,060
Other Miscellaneous Store Retailers	3,468	142,042	6,799	230,512	2,492	96,412	860	77,507 #
Nonstore Retailers	10,998	35,728	15,464	43,901	2,566	12,516	1,887	13,377
Food Services and Drinking Places	3,893	551,889	7,609	1,182,858	4,257	741,325	1,374	153,471
Full-Service Restaurants	1,149	218,185	2,519	621,868	2,033	497,246	465	66,013
Limited-Service Eating Places	2,364	316,729	4,166	486,097	1,632	146,142	700	82,674
Special Food Services	255	8,785	669	41,022	321	63,083	167	2,883
Drinking Places (Alcoholic Beverages)	125	8,190	255	33,871	271	34,854	42	1,901
Total Retail and Food Services	33,574	4,649,785	55,023	7,975,130	17,388	2,526,435	8,300	1,408,112
All Other Outlets	13,469	1,905,137	27,269	3,121,974	9,334	1,276,484	4,055	578,840
Total All Outlets	47,043	6,554,921	82,292	11,097,104	26,722	3,802,919	12,355	1,986,951
Historical Data								
Comparable data for total all outlets:								
2005	48,256	7,959,551	91,738	12,287,349	29,747	3,651,519	13,506	2,490,630
2006	47,501	7,962,044	89,150	12,474,005	28,527	3,914,369	13,242	2,377,802
2007	49,421	7,635,602	87,450	12,284,055	28,522	4,044,683	13,451	2,325,735
2008	43,535	6,466,536	79,251	10,918,086	26,262	3,700,018	12,187	2,028,294
2009	44,500	6,196,102	79,446	10,494,128	26,063	3,444,314	12,088	1,866,468

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

TABLE 3. TAXABLE SALES IN THE 36 LARGEST COUNTIES, BY TYPE OF BUSINESS, FOURTH 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
<i>Retail and Food Services</i>								
Motor Vehicle and Parts Dealers	279	83,096	451	296,129	280	115,989	1,100	659,787
New Car Dealers	25	55,731	58	256,152	32	94,739	89	556,040
Used Car Dealers	45	7,878	114	11,044	54	3,120	242	28,340
Other Motor Vehicle Dealers	61	7,537	35	3,996	42	3,319	113	16,464
Auto. Parts, Accessories and Tire Stores	148	11,951	244	24,938	152	14,811	656	58,943
Furniture and Home Furnishings Stores	152	16,973	405	84,236	202	20,309	742	136,405
Furniture Stores	64	7,239	178	56,070	84	9,683	322	76,385
Home Furnishings Stores	88	9,734	227	28,166	118	10,626	420	60,021
Electronics and Appliance Stores	127	21,087	416	104,252	183	39,788	1,408	392,505
Appliance, T.V., and Other Electronics Stores	48	15,625 #	149	62,999	93	27,742 #	516	179,597
Computer and Software Stores	70	5,462	249	39,040	85	12,046	854	208,724
Camera and Photographic Supplies Stores	9	#	18	2,214	5	#	38	4,184
Bldg. Matrl. and Garden Equip. and Supplies	259	57,942	349	163,710	273	87,918	694	289,596
Building Material and Supplies Dealers	152	47,838	234	149,693	154	71,303	515	268,738
Lawn and Garden Equip. and Supplies Stores	107	10,105	115	14,017	119	16,615	179	20,858
Food and Beverage Stores	312	58,028	550	147,474	425	90,456	1,261	277,202
Supermarkets and Other Grocery Stores	89	41,505	252	108,917	168	66,638	438	200,264
Convenience Stores	40	5,519	76	8,625	60	10,378	227	24,508
Specialty Food Stores	61	1,254	124	3,093	68	1,080	312	5,220
Beer, Wine, and Liquor Stores	122	9,750	98	26,839	129	12,361	284	47,211
Health and Personal Care Stores	136	20,284	330	65,668	211	32,911	847	144,359
Pharmacies and Drug Stores	36	15,006	78	48,213	62	24,682	237	96,323
Health and Personal Care Stores	100	5,277	252	17,455	149	8,229	610	48,036
Gasoline Stations	98	100,552	217	242,490	113	125,142	395	547,691
Clothing and Clothing Accessories Stores	418	52,263	1,044	195,609	566	81,869	2,419	567,092
Men's Clothing Stores	14	2,578	31	3,909	21	813	90	14,715
Women's Clothing Stores	75	9,258	174	23,826	109	12,993	442	71,526
Family Clothing Stores, Accessories, and Other Stores	252	30,747	495	122,320	281	52,891	1,203	348,386
Shoe Stores	24	6,055	63	14,088	44	5,442	191	54,482
Jewelry, Luggage, and Leather Goods Stores	53	3,625	281	31,466	111	9,728	493	77,983
Sporting Goods, Hobby, Book, and Music Stores	301	26,292	534	80,494	347	34,975	1,247	186,358
Sporting Goods Stores	129	14,238	176	29,290	145	14,028	388	70,081
Hobby, Toy and Musical Instrument Stores	67	7,302	137	34,019	58	13,393	372	75,351
Book, Periodical, and Music Stores	105	4,752	221	17,185	144	7,554	487	40,926
General Merchandise Stores	91	100,022	187	329,199	118	144,643	377	758,776
Miscellaneous Store Retailers	1,130	38,143	2,176	130,436	1,133	54,733	4,228	182,545
Florists	49	798	125	4,142	67	#	217	4,061
Office Supplies and Stationery Stores	23	6,970	41	37,762	17	7,440	88	34,579
Gift, Novelty, and Souvenir Stores	225	4,977	337	18,363	172	6,356	687	26,552
Used Merchandise Stores	137	1,985	217	5,972	135	3,604	322	8,174
Other Miscellaneous Store Retailers	696	23,414	1,456	64,196	742	37,334 #	2,914	109,178
Nonstore Retailers	2,008	5,734	2,581	18,587	2,662	6,835	7,355	46,558
Food Services and Drinking Places	835	105,421	2,083	329,495	1,128	162,457	4,704	732,665
Full-Service Restaurants	394	64,680	860	189,663	471	87,291	1,698	390,485
Limited-Service Eating Places	366	35,880	906	111,775	498	66,800	2,273	281,069
Special Food Services	46	2,190	266	23,652	108	3,575	608	49,042
Drinking Places (Alcoholic Beverages)	29	2,671	51	4,405	51	4,791	125	12,069
Total Retail and Food Services	6,146	685,837	11,323	2,187,779	7,641	998,023	26,777	4,921,541
All Other Outlets	3,178	249,268	7,531	1,130,894	4,428	451,336	16,139	3,596,059
Total All Outlets	9,324	935,104	18,854	3,318,673	12,069	1,449,359	42,916	8,517,600
Historical Data								
Comparable data for total all outlets:								
2005	9,829	1,028,260	21,595	3,329,039	13,269	1,529,591	48,961	8,373,178
2006	9,842	1,062,202	20,689	3,497,331	13,323	1,712,724	48,528	8,633,435
2007	10,137	1,164,248	20,432	3,571,976	13,360	1,587,511	48,148	8,921,093
2008	9,361	979,746	18,678	3,211,232	12,229	1,405,462	43,254	7,926,103
2009	9,172	880,521	18,446	3,065,084	12,068	1,339,104	42,399	7,538,610

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

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

(Taxable transactions in thousands of dollars)

Type of business	SANTA CRUZ		SHASTA		SOLANO		SONOMA	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	179	58,681	225	60,227	296	135,245	396	170,604
New Car Dealers	13	39,664	8	29,030	32	106,308	29	125,667
Used Car Dealers	38	5,570	53	10,201	65	4,291	94	9,194
Other Motor Vehicle Dealers	36	3,556	45	5,638	38	8,397	66	9,933
Auto. Parts, Accessories and Tire Stores	92	9,891	119	15,358	161	16,249	207	25,810
Furniture and Home Furnishings Stores	135	11,696	59	8,103	129	20,597	231	30,525
Furniture Stores	61	4,658	21	4,202	60	10,932	97	15,557
Home Furnishings Stores	74	7,038	38	3,902	69	9,665	134	14,968
Electronics and Appliance Stores	160	19,031	110	16,654	148	35,597	218	46,688
Appliance, T.V., and Other Electronics Stores	53	14,614	35	13,503 #	83	30,368 #	93	36,441 #
Computer and Software Stores	97	4,359	70	3,151	59	5,229	114	10,248
Camera and Photographic Supplies Stores	10	57	5	#	6	#	11	#
Bldg. Matrl. and Garden Equip. and Supplies	202	54,831	165	33,914	154	57,362	361	111,024
Building Material and Supplies Dealers	116	46,395	98	30,451	112	53,267	203	100,099
Lawn and Garden Equip. and Supplies Stores	86	8,436	67	3,463	42	4,095	158	10,925
Food and Beverage Stores	248	59,879	110	35,694	260	58,595	569	128,124
Supermarkets and Other Grocery Stores	98	43,069	70	31,000	94	43,252	183	92,971
Convenience Stores	30	3,898	10	790	53	5,747	65	9,584
Specialty Food Stores	63	1,675	13	138	57	1,722	90	2,360
Beer, Wine, and Liquor Stores	57	11,237	17	3,767	56	7,874	231	23,209
Health and Personal Care Stores	149	23,640	101	14,117	142	22,780	197	34,921
Pharmacies and Drug Stores	48	20,101	58	8,816	29	12,976	57	26,781
Health and Personal Care Stores	101	3,538	43	5,300	113	9,804	140	8,139
Gasoline Stations	75	71,055	89	76,976	141	142,243	151	152,541
Clothing and Clothing Accessories Stores	455	41,216	148	23,589	438	111,541	565	82,391
Men's Clothing Stores	15	1,339	6	#	20	3,436	23	3,326
Women's Clothing Stores	80	4,905	16	2,078	68	11,084	101	14,082
Family Clothing Stores, Accessories, and Other Stores	237	25,211	72	16,220 #	230	69,085	267	47,159
Shoe Stores	31	5,942	21	3,289	43	12,995	52	11,179
Jewelry, Luggage, and Leather Goods Stores	92	3,818	33	2,002	77	14,941	122	6,644
Sporting Goods, Hobby, Book, and Music Stores	306	22,463	162	15,182	206	26,735	391	46,836
Sporting Goods Stores	103	8,476	71	7,550	77	9,912	112	19,181
Hobby, Toy and Musical Instrument Stores	82	9,767	31	5,078	49	11,180	94	17,344
Book, Periodical, and Music Stores	121	4,220	60	2,554	80	5,643	185	10,311
General Merchandise Stores	56	75,052	31	100,444	86	196,659	83	212,944
Miscellaneous Store Retailers	997	33,786	607	21,684	933	40,489	1,793	71,220
Florists	36	645	18	359	34	945	56	1,350
Office Supplies and Stationery Stores	11	7,313	14	2,954	11	4,192	22	11,584
Gift, Novelty, and Souvenir Stores	206	4,390	96	2,575	109	3,750	256	7,548
Used Merchandise Stores	151	2,086	86	1,343	123	2,551	276	3,754
Other Miscellaneous Store Retailers	593	19,352	393	14,451	656	29,052	1,183	46,984
Nonstore Retailers	2,058	5,007	1,187	4,237	1,543	8,127	4,302	18,493
Food Services and Drinking Places	705	77,218	461	46,017	815	113,289	1,302	145,799
Full-Service Restaurants	285	44,284	165	23,101 #	263	46,134	560	80,076
Limited-Service Eating Places	325	30,086	233	21,555	453	62,917	557	58,031
Special Food Services	72	1,441	37	#	64	1,866	144	3,377
Drinking Places (Alcoholic Beverages)	23	1,406	26	1,361	35	2,372	41	4,315
Total Retail and Food Services	5,725	553,554	3,455	456,839	5,291	969,260	10,559	1,252,111
All Other Outlets	2,458	163,718	1,920	189,948	2,457	441,294	6,156	488,975
Total All Outlets	8,183	717,273	5,375	646,787	7,748	1,410,553	16,715	1,741,086
Historical Data								
Comparable data for total all outlets:								
2005	8,785	815,580	6,122	744,597	8,656	1,599,421	17,798	2,036,211
2006	8,668	825,487	6,059	747,886	8,650	1,653,523	17,762	2,092,594
2007	8,679	813,288	6,044	710,944	8,678	1,624,868	18,020	2,037,805
2008	8,078	725,372	5,273	631,867	7,683	1,611,993	16,499	1,774,682
2009	7,936	694,376	5,238	641,775	7,560	1,370,620	16,714	1,669,560

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

TABLE 3. TAXABLE SALES IN THE 36 LARGEST COUNTIES, BY TYPE OF BUSINESS, FOURTH 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	609	166,835	392	100,007	566	344,969	161	51,656
New Car Dealers	32	94,281	38	68,829	67	280,234	11	33,583
Used Car Dealers	164	38,722	75	6,749	99	13,784	33	1,541
Other Motor Vehicle Dealers	43	8,690	27	3,301	90	15,792	14	1,575
Auto. Parts, Accessories and Tire Stores	370	25,142	252	21,129	310	35,159	103	14,957
Furniture and Home Furnishings Stores	204	21,075	155	12,745	328	50,172	54	22,563
Furniture Stores	101	10,498	79	6,470	146	24,132	28	#
Home Furnishings Stores	103	10,577	76	6,275	182	26,040	26	22,563 #
Electronics and Appliance Stores	231	32,692	147	107,068	373	87,924	79	10,334
Appliance, T.V., and Other Electronics Stores	127	23,692 #	76	#	164	67,234	33	6,784
Computer and Software Stores	98	9,000	67	107,068 #	198	19,831	41	3,543
Camera and Photographic Supplies Stores	6	#	4	#	11	859	5	7
Bldg. Matrl. and Garden Equip. and Supplies	243	86,532	249	59,512	360	133,243	93	34,937
Building Material and Supplies Dealers	160	73,606	119	45,871	230	118,831	66	32,338
Lawn and Garden Equip. and Supplies Stores	83	12,927	130	13,641	130	14,412	27	2,599
Food and Beverage Stores	434	79,311	326	55,141	614	138,404	151	40,025
Supermarkets and Other Grocery Stores	198	57,559	195	48,904	237	104,876	72	34,127
Convenience Stores	82	7,903	35	3,059	89	11,598	25	3,585
Specialty Food Stores	86	1,295	63	578	142	3,131	24	381
Beer, Wine, and Liquor Stores	68	12,554	33	2,600	146	18,799	30	1,933
Health and Personal Care Stores	221	29,052	155	21,308	396	57,537	84	10,080
Pharmacies and Drug Stores	57	20,526	52	13,401	111	35,994	21	6,990
Health and Personal Care Stores	164	8,527	103	7,908	285	21,543	63	3,090
Gasoline Stations	159	152,419	179	130,306	190	248,962	66	83,989
Clothing and Clothing Accessories Stores	536	79,565	639	54,751	1,112	234,714	159	13,873
Men's Clothing Stores	23	2,349	19	2,286	46	6,978	3	#
Women's Clothing Stores	60	11,389	81	6,057	195	34,161	15	965
Family Clothing Stores, Accessories, and Other Stores	301	45,311	409	34,763	602	138,262	106	10,415 #
Shoe Stores	53	11,364	51	7,664	115	28,869	10	1,469
Jewelry, Luggage, and Leather Goods Stores	99	9,153	79	3,981	154	26,444	25	1,023
Sporting Goods, Hobby, Book, and Music Stores	257	35,096	190	22,482	570	78,072	141	10,652
Sporting Goods Stores	97	9,779	60	7,425	237	29,240	56	4,783
Hobby, Toy and Musical Instrument Stores	67	18,961	62	10,848	119	33,004	28	3,298
Book, Periodical, and Music Stores	93	6,355	68	4,209	214	15,827	57	2,572
General Merchandise Stores	120	242,529	145	187,004	309	333,774	33	85,389
Miscellaneous Store Retailers	1,023	45,410	939	24,795	1,950	72,006	430	17,667
Florists	52	1,014	26	701	104	2,586	16	#
Office Supplies and Stationery Stores	20	7,525	12	3,905	49	12,804	5	2,228
Gift, Novelty, and Souvenir Stores	216	6,122	165	2,847	239	9,590	83	944
Used Merchandise Stores	108	1,098	223	1,789	202	4,084	44	1,084
Other Miscellaneous Store Retailers	627	29,651	513	15,553	1,356	42,942	282	13,411 #
Nonstore Retailers	1,398	9,484	1,342	4,083	4,833	25,885	563	5,219
Food Services and Drinking Places	1,035	128,612	806	88,327	1,857	263,856	442	49,505
Full-Service Restaurants	351	53,884	276	32,497	697	125,519	163	23,463 #
Limited-Service Eating Places	561	70,690	451	53,914	984	131,479	238	25,623
Special Food Services	88	1,890	58	1,194	141	4,741	30	#
Drinking Places (Alcoholic Beverages)	35	2,149	21	723	35	2,116	11	419
Total Retail and Food Services	6,470	1,108,614	5,664	867,531	13,458	2,069,518	2,456	435,890
All Other Outlets	3,168	520,240	2,547	353,750	8,184	706,675	1,473	328,749
Total All Outlets	9,638	1,628,854	8,211	1,221,281	21,642	2,776,193	3,929	764,639
Historical Data								
Comparable data for total all outlets:								
2005	11,024	1,921,370	8,921	1,205,590	24,461	3,200,701	4,109	795,912
2006	10,873	1,880,202	8,940	1,215,031	24,047	3,269,818	4,099	810,025
2007	11,069	1,793,203	8,885	1,258,307	24,315	3,152,690	4,183	827,344
2008	9,873	1,591,234	8,134	1,104,944	22,008	2,777,112	3,813	827,125
2009	9,449	1,506,630	8,127	1,108,285	22,219	2,640,613	3,848	715,247

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, FOURTH 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	#	38	4,587	52	1,874	21	21,596
Home Furnishings and Appliance Stores	3	#	43	2,555	49	1,961	13	347
Bldg. Matrl. and Garden Equip. and Supplies	1	#	47	9,597	44	5,224	23	2,083
Food and Beverage Stores	6	101	43	8,028	54	7,719	25	2,670
Gasoline Stations	2	#	21	12,399	26	10,299	15	9,253
Clothing and Clothing Accessories Stores	1	#	47	1,474	51	1,061	10	181
General Merchandise Stores	--	#	15	#	17	1,417	3	#
Food Services and Drinking Places	8	148	121	7,441	119	6,780	54	4,803
Other Retail Group	21	1,406 #	544	23,750 #	627	8,780	121	3,396 #
Total Retail and Food Services	44	1,654	919	69,831	1,039	45,115	285	44,329
All Other Outlets	22	4,285	410	23,209	442	23,356	202	39,995
Totals All Outlets	66	5,939	1,329	93,040	1,481	68,470	487	84,324
Type of business	DEL NORTE		GLENN		INYO		LAKE	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	13	1,963	40	5,100	22	5,354	58	7,778
Home Furnishings and Appliance Stores	16	696	11	225	16	1,279	55	3,785
Bldg. Matrl. and Garden Equip. and Supplies	19	5,355	32	2,563	22	4,223	59	8,388
Food and Beverage Stores	24	5,330	26	3,925	17	5,218	60	15,029
Gasoline Stations	7	6,399	17	12,032	27	16,970	19	14,150
Clothing and Clothing Accessories Stores	21	512	7	222	14	626	33	820
General Merchandise Stores	7	#	9	#	11	#	12	19,173
Food Services and Drinking Places	58	4,480	70	4,720	61	6,492	142	9,621
Other Retail Group	203	12,303 #	231	12,446 #	252	12,051 #	703	8,566
Total Retail and Food Services	368	37,038	443	41,234	442	52,214	1,141	87,311
All Other Outlets	183	14,228	229	28,896	237	25,371	530	32,601
Totals All Outlets	551	51,266	672	70,130	679	77,585	1,671	119,912
Type of business	LASSEN		MADERA		MARIPOSA		MODOC	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	18	4,498	167	29,863	22	615	11	1,529
Home Furnishings and Appliance Stores	19	2,059	88	4,750	16	341	8	233
Bldg. Matrl. and Garden Equip. and Supplies	30	3,531	88	18,812	21	1,781	19	1,333
Food and Beverage Stores	19	2,568	118	23,116	27	3,370	12	1,274
Gasoline Stations	17	8,444	51	55,819	10	2,827	4	2,408
Clothing and Clothing Accessories Stores	11	704	172	4,448	23	354	4	138
General Merchandise Stores	5	#	46	#	1	#	1	#
Food Services and Drinking Places	45	3,915	257	21,958	47	2,542	34	1,315
Other Retail Group	197	13,360 #	939	38,163 #	262	3,072 #	123	2,129 #
Total Retail and Food Services	361	39,079	1,926	196,931	429	14,902	216	10,358
All Other Outlets	219	17,405	876	123,658	206	21,129	121	9,122
Totals All Outlets	580	56,485	2,802	320,589	635	36,030	337	19,479
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	517	26	2,265	50	8,994	2	#
Home Furnishings and Appliance Stores	16	554	30	703	37	1,197	3	#
Bldg. Matrl. and Garden Equip. and Supplies	19	2,773	38	3,941	35	3,895	7	661
Food and Beverage Stores	24	4,045	20	5,693	41	7,801	5	382
Gasoline Stations	13	5,051	18	4,574	16	12,065	3	#
Clothing and Clothing Accessories Stores	22	2,858	21	545	47	1,459	2	#
General Merchandise Stores	12	504	8	575	10	11,214	5	69
Food Services and Drinking Places	81	8,330	101	3,054	110	9,785	15	325
Other Retail Group	196	8,687	375	4,703	450	11,118	46	757 #
Total Retail and Food Services	394	33,319	637	26,052	796	67,527	88	2,194
All Other Outlets	189	19,742	299	18,088	409	58,863	28	1,922
Totals All Outlets	583	53,062	936	44,141	1,205	126,390	116	4,116

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

TABLE 4. TAXABLE SALES IN THE 22 SMALLEST COUNTIES, BY TYPE OF BUSINESS, FOURTH 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	46	6,341	118	31,573	57	23,413	11	499
Home Furnishings and Appliance Stores	48	2,359	72	9,064	27	1,717	8	291
Bldg. Matrl. and Garden Equip. and Supplies	86	6,420	55	20,659	50	8,055	17	2,040
Food and Beverage Stores	45	8,297	86	14,138	47	8,817	20	1,209
Gasoline Stations	34	23,450	40	27,291	30	58,128	15	4,748
Clothing and Clothing Accessories Stores	28	1,030	111	15,152	19	578	6	202
General Merchandise Stores	8	#	24	64,968	9	#	2	#
Food Services and Drinking Places	148	8,736	171	21,699	122	10,181	40	1,642
Other Retail Group	727	17,275 #	585	24,423	584	22,115 #	250	2,735 #
Total Retail and Food Services	1,170	73,907	1,262	228,968	945	133,005	369	13,366
All Other Outlets	587	38,590	628	83,014	468	31,383	159	13,630
Totals All Outlets	1,757	112,497	1,890	311,982	1,413	164,388	528	26,996
Type of business	TUOLUMNE		YUBA					
	Permits	Taxable transactions	Permits	Taxable transactions				
Retail and Food Services								
Motor Vehicle and Parts Dealers	58	11,429	61	8,001				
Home Furnishings and Appliance Stores	64	3,367	42	1,711				
Bldg. Matrl. and Garden Equip. and Supplies	64	12,359	53	3,675				
Food and Beverage Stores	51	9,676	61	5,743				
Gasoline Stations	25	15,192	30	21,261				
Clothing and Clothing Accessories Stores	81	4,684	46	875				
General Merchandise Stores	16	#	12	#				
Food Services and Drinking Places	155	11,842	114	9,963				
Other Retail Group	753	38,074 #	431	23,776 #				
Total Retail and Food Services	1,267	106,623	850	75,005				
All Other Outlets	600	39,441	356	37,291				
Totals All Outlets	1,867	146,063	1,206	112,296				

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, FOURTH 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	18	735	51	5,339	75	77,402	18	1,141
Home Furnishings and Appliance Stores	63	12,642	78	4,564	72	3,111	90	13,079
Bldg. Matrl. and Garden Equip. and Supplies	16	3,972	31	4,561	19	#	8	#
Food and Beverage Stores	17	4,551	72	17,427	49	7,420	19	5,898
Gasoline Stations	13	15,962	10	14,524	11	22,209	10	11,292
Clothing and Clothing Accessories Stores	44	937	90	10,985	79	4,283	76	#
General Merchandise Stores	16	74	18	#	44	64,431	23	#
Food Services and Drinking Places	64	12,043	219	23,502	214	33,998	66	11,220
Other Retail Group	281	7,291	780	24,428 #	488	37,748 #	376	40,468 #
Total Retail and Food Services	532	58,208	1,349	105,330	1,051	250,601	686	83,098
All Other Outlets	328	11,536	576	42,555	539	29,462	374	10,262
Totals All Outlets	860	69,745	1,925	147,885	1,590	280,063	1,060	93,360
Type of business	ANAHEIM		ANTIOCH		APPLE VALLEY		ARCADIA	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	391	101,569	55	27,246	39	2,590	32	#
Home Furnishings and Appliance Stores	356	47,722	54	4,763	45	7,720	92	3,397
Bldg. Matrl. and Garden Equip. and Supplies	183	76,264	26	11,350	17	12,305	19	1,330
Food and Beverage Stores	280	39,159	51	13,154	37	10,265	48	9,656
Gasoline Stations	83	114,185	25	22,798	12	17,243	14	17,831
Clothing and Clothing Accessories Stores	416	27,511	104	10,153	54	6,938	179	60,704
General Merchandise Stores	104	52,156	26	74,737	17	33,081	49	29,399
Food Services and Drinking Places	788	145,148	155	20,943	113	15,430	191	32,318
Other Retail Group	1,972	79,048	474	17,247	453	9,769	594	45,510 #
Total Retail and Food Services	4,573	682,763	970	202,390	787	115,341	1,218	200,145
All Other Outlets	3,559	534,240	405	20,662	278	6,194	618	18,495
Totals All Outlets	8,132	1,217,003	1,375	223,052	1,065	121,535	1,836	218,640
Type of business	ARROYO GRANDE		ATASCADERO		AUBURN		AZUSA	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	20	6,557	38	4,192	36	8,946	48	3,050
Home Furnishings and Appliance Stores	30	3,275	23	2,106	25	1,386	27	961
Bldg. Matrl. and Garden Equip. and Supplies	14	4,247	33	9,890	14	2,431	14	436
Food and Beverage Stores	18	4,072	21	9,053	21	3,591	41	4,405
Gasoline Stations	7	9,140	12	11,381	8	#	14	16,144
Clothing and Clothing Accessories Stores	23	#	21	942	35	1,498	41	3,317
General Merchandise Stores	5	#	9	4,839	1	#	18	#
Food Services and Drinking Places	56	7,658	68	7,431	65	5,720	108	9,955
Other Retail Group	241	26,849 #	335	7,119	299	50,909 #	228	46,742 #
Total Retail and Food Services	414	61,798	560	56,953	504	74,480	539	85,010
All Other Outlets	191	6,435	288	7,937	263	11,597	386	20,971
Totals All Outlets	605	68,233	848	64,890	767	86,077	925	105,980
Type of business	BAKERSFIELD		BALDWIN PARK		BARSTOW		BEAUMONT	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	301	177,059	49	6,244	38	5,052	27	4,650
Home Furnishings and Appliance Stores	271	48,083	38	847	14	1,248	25	7,414
Bldg. Matrl. and Garden Equip. and Supplies	107	61,118	29	12,315	5	#	16	#
Food and Beverage Stores	231	52,862	53	5,948	34	6,427	20	4,662
Gasoline Stations	114	107,164	13	16,018	25	57,672	7	14,175
Clothing and Clothing Accessories Stores	423	77,204	53	1,856	54	31,781	50	#
General Merchandise Stores	105	255,408	32	27,842	9	#	23	#
Food Services and Drinking Places	786	119,588	117	15,192	99	16,321	66	7,312
Other Retail Group	2,602	93,657	249	10,972	127	19,891 #	561	35,225 #
Total Retail and Food Services	4,940	992,144	633	97,235	405	138,392	795	73,439
All Other Outlets	2,052	263,737	414	31,124	132	13,917	152	6,005
Totals All Outlets	6,992	1,255,881	1,047	128,358	537	152,309	947	79,444

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

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, FOURTH 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	99	19,910	26	1,680	38	29,709	24	75,646
Home Furnishings and Appliance Stores	61	2,256	34	1,660	147	16,613	97	8,714
Bldg. Matrl. and Garden Equip. and Supplies	18	1,157	16	3,535	52	19,407	15	1,131
Food and Beverage Stores	53	7,626	12	5,765	133	26,553	33	5,326
Gasoline Stations	21	24,276	14	16,463	25	20,676	7	8,170
Clothing and Clothing Accessories Stores	58	1,575	33	508	245	15,580	396	182,556
General Merchandise Stores	25	8,049	9	#	53	2,598	34	71,929
Food Services and Drinking Places	147	12,598	71	6,855	521	61,868	206	68,522
Other Retail Group	374	6,314	362	11,205 #	1,763	63,927	841	38,826
Total Retail and Food Services	856	83,761	577	47,671	2,977	256,932	1,653	460,820
All Other Outlets	403	14,283	388	82,495	1,200	75,608	857	88,043
Totals All Outlets	1,259	98,044	965	130,166	4,177	332,540	2,510	548,863
Type of business	BREA		BRENTWOOD		BUENA PARK		BURBANK	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	52	5,829	41	7,937	41	117,073	109	35,880
Home Furnishings and Appliance Stores	98	14,355	52	11,783	76	150,807	206	98,170
Bldg. Matrl. and Garden Equip. and Supplies	29	38,723	20	10,855	23	#	48	37,039
Food and Beverage Stores	35	11,178	30	12,026	58	9,907	97	25,547
Gasoline Stations	10	21,698	15	18,564	16	16,751	33	37,883
Clothing and Clothing Accessories Stores	183	83,504	72	13,144	100	11,047	275	38,452
General Merchandise Stores	29	67,076	7	#	36	36,031	54	94,756
Food Services and Drinking Places	159	41,275	117	17,293	199	35,977	379	74,135
Other Retail Group	447	39,167	290	20,288 #	507	24,398 #	1,061	83,732
Total Retail and Food Services	1,042	322,804	644	111,891	1,056	401,992	2,262	525,595
All Other Outlets	866	111,427	292	15,342	662	87,221	1,544	152,984
Totals All Outlets	1,908	434,232	936	127,232	1,718	489,213	3,806	678,578
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	61,286	13	34,501	45	6,799	39	15,467
Home Furnishings and Appliance Stores	56	4,812	30	3,483	50	724	64	8,233
Bldg. Matrl. and Garden Equip. and Supplies	26	4,087	6	#	24	390	30	17,445
Food and Beverage Stores	36	5,586	14	6,017	26	3,124	57	12,417
Gasoline Stations	11	8,576	7	8,756	16	15,090	18	30,175
Clothing and Clothing Accessories Stores	93	13,124	83	6,344	209	11,975	166	92,158
General Merchandise Stores	11	67	14	#	38	#	20	25,035
Food Services and Drinking Places	135	23,550	48	9,310	80	8,348	167	29,628
Other Retail Group	335	17,828	238	8,470 #	728	42,156 #	658	22,801
Total Retail and Food Services	741	138,916	453	76,881	1,216	88,607	1,219	253,361
All Other Outlets	632	61,856	284	56,092	248	3,570	928	66,722
Totals All Outlets	1,373	200,772	737	132,973	1,464	92,177	2,147	320,083
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	6,125	9	14,113	57	135,668	81	59,913
Home Furnishings and Appliance Stores	84	25,388	26	4,974	169	23,400	56	21,456
Bldg. Matrl. and Garden Equip. and Supplies	40	24,239	8	#	38	3,773	29	15,157
Food and Beverage Stores	32	10,399	19	8,775	54	21,469	59	10,150
Gasoline Stations	16	20,408	5	6,374	24	32,204	35	33,645
Clothing and Clothing Accessories Stores	68	11,573	85	14,631	317	87,439	133	5,811
General Merchandise Stores	8	8,009	7	17,170	29	74,682	45	40,634
Food Services and Drinking Places	141	26,591	82	10,921	241	47,944	220	27,202
Other Retail Group	441	20,134	200	17,786 #	1,467	32,082	500	44,788
Total Retail and Food Services	892	152,866	441	94,744	2,396	458,662	1,158	258,755
All Other Outlets	747	38,327	119	7,134	1,446	149,137	994	125,372
Totals All Outlets	1,639	191,193	560	101,878	3,842	607,799	2,152	384,128

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

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, FOURTH 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	66	64,950	35	4,339	39	172,912	91	37,029
Home Furnishings and Appliance Stores	52	4,246	28	658	92	22,125	107	22,867
Bldg. Matrl. and Garden Equip. and Supplies	14	1,470	16	9,747	12	#	54	23,498
Food and Beverage Stores	36	8,118	38	6,282	28	3,889	66	22,264
Gasoline Stations	18	19,714	15	18,412	10	8,778	33	33,877
Clothing and Clothing Accessories Stores	39	3,100	26	1,513	137	75,216	154	24,500
General Merchandise Stores	11	9,090	9	22,927	24	61,514	28	81,442
Food Services and Drinking Places	121	12,295	78	9,713	151	30,351	317	39,743
Other Retail Group	311	6,352	178	5,846	424	43,875 #	906	40,363
Total Retail and Food Services	668	129,336	423	79,437	917	418,660	1,756	325,584
All Other Outlets	318	18,661	191	23,719	621	80,699	791	65,746
Totals All Outlets	986	147,997	614	103,156	1,538	499,360	2,547	391,329
Type of business	CHINO		CHINO HILLS		CHULA VISTA		CITRUS HEIGHTS	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	82	10,849	24	3,460	173	46,300	59	10,377
Home Furnishings and Appliance Stores	103	5,432	68	12,914	194	44,202	72	14,944
Bldg. Matrl. and Garden Equip. and Supplies	37	8,299	13	#	67	21,782	22	11,113
Food and Beverage Stores	49	9,513	31	12,883	138	31,085	52	13,441
Gasoline Stations	21	27,883	11	21,196	51	66,229	19	15,741
Clothing and Clothing Accessories Stores	98	31,525	92	10,514	344	41,467	128	24,005
General Merchandise Stores	42	69,986	33	#	82	205,581	29	103,113
Food Services and Drinking Places	164	25,601	119	22,470	436	70,666	177	28,219
Other Retail Group	517	31,418	373	55,221 #	1,141	56,304	601	33,340
Total Retail and Food Services	1,113	220,507	764	138,658	2,626	583,617	1,159	254,295
All Other Outlets	1,117	139,133	317	15,290	1,401	61,993	352	16,213
Totals All Outlets	2,230	359,640	1,081	153,948	4,027	645,610	1,511	270,508
Type of business	CLAREMONT		CLOVIS		COACHELLA		COLTON	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	12	#	91	44,200	23	2,887	69	15,965
Home Furnishings and Appliance Stores	21	569	93	13,563	13	862	35	8,810
Bldg. Matrl. and Garden Equip. and Supplies	8	503	38	22,053	5	948	12	#
Food and Beverage Stores	22	6,015	50	19,231	28	7,388	47	7,798
Gasoline Stations	9	11,214	25	25,947	9	27,064	16	16,738
Clothing and Clothing Accessories Stores	61	1,590	138	16,196	26	2,163	36	#
General Merchandise Stores	13	268	25	89,459	2	#	13	#
Food Services and Drinking Places	93	12,847	216	33,822	60	6,783	106	10,853
Other Retail Group	316	20,611 #	587	33,721	97	2,689 #	206	27,111 #
Total Retail and Food Services	555	53,617	1,263	298,192	263	50,784	540	87,274
All Other Outlets	213	8,030	660	33,719	92	16,190	299	46,037
Totals All Outlets	768	61,648	1,923	331,911	355	66,974	839	133,310
Type of business	COMMERCE		COMPTON		CONCORD		CORONA	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	26	5,516	89	5,311	120	104,044	212	59,442
Home Furnishings and Appliance Stores	41	3,452	58	10,997	136	37,779	208	25,513
Bldg. Matrl. and Garden Equip. and Supplies	24	14,367	21	#	74	46,138	79	29,490
Food and Beverage Stores	28	2,269	105	14,316	100	23,938	90	24,527
Gasoline Stations	14	22,591	20	17,004	43	38,935	39	72,029
Clothing and Clothing Accessories Stores	131	51,998	197	12,269	183	40,018	252	25,519
General Merchandise Stores	19	33,928	75	#	42	94,358	64	100,637
Food Services and Drinking Places	82	12,186	170	14,251	295	39,105	319	49,514
Other Retail Group	138	8,637	566	27,524 #	808	47,051	1,214	35,775
Total Retail and Food Services	503	154,944	1,301	101,673	1,801	471,366	2,477	422,444
All Other Outlets	866	165,748	541	44,382	1,044	74,398	1,443	243,505
Totals All Outlets	1,369	320,693	1,842	146,054	2,845	545,763	3,920	665,949

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

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, FOURTH 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	7	19,692	303	116,663	65	26,145	44	25,096
Home Furnishings and Appliance Stores	19	11,768	473	77,352	56	#	132	42,789
Bldg. Matrl. and Garden Equip. and Supplies	5	2,997	126	24,946	24	#	42	7,339
Food and Beverage Stores	13	4,331	133	35,155	44	8,268	55	13,362
Gasoline Stations	2	#	39	52,218	14	13,708	15	20,961
Clothing and Clothing Accessories Stores	56	37,414	1,153	257,278	86	3,392	191	40,043
General Merchandise Stores	4	13,677	227	118,588	34	18,800	32	115,218
Food Services and Drinking Places	27	9,858	460	86,769	149	21,295	223	41,586
Other Retail Group	117	21,188 #	4,177	70,463	457	45,943 #	658	41,498
Total Retail and Food Services	250	120,925	7,091	839,433	929	137,553	1,392	347,892
All Other Outlets	152	23,488	2,476	163,904	545	13,543	673	60,345
Totals All Outlets	402	144,413	9,567	1,003,337	1,474	151,096	2,065	408,236
Type of business	CUPERTINO		CYPRESS		DALY CITY		DANA POINT	
	Permits	Taxable transactions						
Retail and Food Services								
Motor Vehicle and Parts Dealers	10	708	47	3,231	36	25,976	23	2,474
Home Furnishings and Appliance Stores	80	#	91	3,851	62	4,976	64	1,569
Bldg. Matrl. and Garden Equip. and Supplies	21	4,336	26	#	20	#	14	3,835
Food and Beverage Stores	33	8,779	34	5,515	54	11,204	28	9,030
Gasoline Stations	13	15,846	11	13,885	20	28,299	12	14,265
Clothing and Clothing Accessories Stores	76	9,626	198	4,119	134	29,084	76	2,407
General Merchandise Stores	29	35,122	99	56,472	19	34,022	21	590
Food Services and Drinking Places	146	28,884	133	15,314	193	37,188	100	18,804
Other Retail Group	655	61,178 #	1,435	65,122 #	449	32,774 #	456	10,309
Total Retail and Food Services	1,063	164,478	2,074	167,509	987	203,522	794	63,283
All Other Outlets	426	273,628	481	82,479	413	16,198	392	23,113
Totals All Outlets	1,489	438,106	2,555	249,988	1,400	219,720	1,186	86,396
Type of business	DANVILLE		DAVIS		DELANO		DIAMOND BAR	
	Permits	Taxable transactions						
Retail and Food Services								
Motor Vehicle and Parts Dealers	15	1,043	25	24,041	25	6,326	35	1,135
Home Furnishings and Appliance Stores	60	3,617	41	1,618	18	1,056	86	1,403
Bldg. Matrl. and Garden Equip. and Supplies	22	1,968	19	3,720	15	7,530	16	837
Food and Beverage Stores	22	9,705	37	11,709	47	10,097	31	3,914
Gasoline Stations	10	14,788	13	15,734	12	11,717	16	25,431
Clothing and Clothing Accessories Stores	80	6,970	61	2,681	28	1,860	46	759
General Merchandise Stores	7	#	5	#	14	9,146	32	11,664
Food Services and Drinking Places	105	17,058	156	20,041	63	6,042	118	11,249
Other Retail Group	509	51,332 #	451	23,240 #	104	2,698	339	5,069
Total Retail and Food Services	830	106,481	808	102,785	326	56,471	719	61,460
All Other Outlets	412	7,833	273	9,535	127	16,211	482	13,847
Totals All Outlets	1,242	114,314	1,081	112,320	453	72,681	1,201	75,307
Type of business	DIXON		DOWNEY		DUARTE		DUBLIN	
	Permits	Taxable transactions						
Retail and Food Services								
Motor Vehicle and Parts Dealers	19	9,521	85	42,981	24	36,049	40	86,585
Home Furnishings and Appliance Stores	11	73	87	22,590	17	#	68	34,837
Bldg. Matrl. and Garden Equip. and Supplies	13	1,085	21	15,709	8	1,057	24	11,968
Food and Beverage Stores	15	2,717	79	11,041	17	2,115	21	7,734
Gasoline Stations	9	12,000	30	37,557	3	#	17	23,237
Clothing and Clothing Accessories Stores	14	#	178	34,219	29	223	46	16,180
General Merchandise Stores	3	#	55	44,752	17	27,979	5	#
Food Services and Drinking Places	56	6,056	259	42,205	62	7,313	143	29,477
Other Retail Group	127	21,911 #	829	21,939	137	17,104 #	299	45,321 #
Total Retail and Food Services	267	53,364	1,623	272,991	314	91,842	663	255,338
All Other Outlets	125	45,522	644	39,655	149	9,631	358	47,730
Totals All Outlets	392	98,885	2,267	312,646	463	101,473	1,021	303,068

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

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, FOURTH 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	126	83,331	49	21,374	14	#	176	128,970
Home Furnishings and Appliance Stores	97	21,512	22	10,936	26	3,622	76	5,222
Bldg. Matrl. and Garden Equip. and Supplies	50	28,975	30	13,768	8	3,163	44	19,583
Food and Beverage Stores	95	17,075	32	6,281	16	5,705	117	9,287
Gasoline Stations	50	48,284	16	15,035	5	4,385	21	22,128
Clothing and Clothing Accessories Stores	168	27,962	89	34,655	37	6,882	147	4,719
General Merchandise Stores	27	48,699	22	73,890	6	945	61	17,147
Food Services and Drinking Places	222	31,185	122	20,625	69	6,955	230	16,500
Other Retail Group	624	31,213	168	11,149	244	26,000 #	469	9,725
Total Retail and Food Services	1,459	338,236	550	207,713	425	57,656	1,341	233,282
All Other Outlets	862	89,870	369	36,341	148	5,164	830	40,919
Totals All Outlets	2,321	428,106	919	244,055	573	62,820	2,171	274,201
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	1,198	83	86,769	9	#	36	27,867
Home Furnishings and Appliance Stores	53	19,927	109	23,053	44	40,227	104	15,913
Bldg. Matrl. and Garden Equip. and Supplies	8	1,926	35	12,785	9	#	59	18,359
Food and Beverage Stores	14	6,148	57	25,331	20	5,663	55	19,509
Gasoline Stations	9	#	24	35,800	4	5,681	21	30,027
Clothing and Clothing Accessories Stores	68	8,266	164	19,147	60	25,707	167	10,952
General Merchandise Stores	11	#	30	46,746	2	#	16	#
Food Services and Drinking Places	151	25,936	228	38,605	106	21,234	208	32,986
Other Retail Group	247	62,284 #	936	38,450	188	36,586 #	1,204	54,929 #
Total Retail and Food Services	577	125,684	1,666	326,684	442	135,097	1,870	210,541
All Other Outlets	430	190,946	599	39,165	294	39,460	830	23,428
Totals All Outlets	1,007	316,630	2,265	365,850	736	174,558	2,700	233,969
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	185	135,270	57	29,253	70	38,796	34	67,325
Home Furnishings and Appliance Stores	138	10,032	48	7,413	79	17,006	100	18,117
Bldg. Matrl. and Garden Equip. and Supplies	76	39,758	36	13,241	29	10,403	24	15,595
Food and Beverage Stores	116	31,765	32	9,566	60	15,120	53	19,720
Gasoline Stations	43	66,133	20	11,874	31	33,696	17	17,174
Clothing and Clothing Accessories Stores	259	54,843	72	10,367	126	25,042	143	37,795
General Merchandise Stores	38	45,611	22	53,165	31	74,500	22	81,568
Food Services and Drinking Places	316	43,121	137	15,658	209	33,777	200	32,178
Other Retail Group	1,268	45,460	432	22,232	675	21,440	705	35,269
Total Retail and Food Services	2,439	471,993	856	172,768	1,310	269,781	1,298	324,743
All Other Outlets	1,276	102,694	383	32,531	626	82,937	534	38,062
Totals All Outlets	3,715	574,687	1,239	205,299	1,936	352,718	1,832	362,805
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	207	97,944	45	8,926	154	119,805	591	179,229
Home Furnishings and Appliance Stores	129	5,190	111	29,120	305	38,855	521	71,288
Bldg. Matrl. and Garden Equip. and Supplies	57	23,627	26	3,821	52	25,057	179	68,984
Food and Beverage Stores	110	25,742	60	8,729	118	22,646	452	88,817
Gasoline Stations	53	75,265	27	28,530	48	56,661	171	146,432
Clothing and Clothing Accessories Stores	306	15,264	66	5,369	146	13,052	841	102,335
General Merchandise Stores	80	77,425	16	74,429	54	76,491	146	247,999
Food Services and Drinking Places	293	42,923	163	22,116	417	53,235	1,194	163,843
Other Retail Group	1,665	47,711	466	24,952	1,295	75,432	2,619	136,257
Total Retail and Food Services	2,900	411,093	980	205,992	2,589	481,235	6,714	1,205,185
All Other Outlets	946	116,295	634	26,544	2,007	196,981	3,761	322,729
Totals All Outlets	3,846	527,388	1,614	232,536	4,596	678,216	10,475	1,527,914

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

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, FOURTH 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	163	30,520	159	54,027	119	16,174	66	25,174
Home Furnishings and Appliance Stores	109	21,873	180	7,207	68	4,277	53	16,430
Bldg. Matrl. and Garden Equip. and Supplies	30	13,122	61	19,136	28	15,615	26	13,444
Food and Beverage Stores	107	18,788	167	18,250	66	11,987	57	9,734
Gasoline Stations	31	43,935	40	57,689	16	23,470	21	31,541
Clothing and Clothing Accessories Stores	189	18,750	172	12,611	115	1,082	153	67,507
General Merchandise Stores	58	72,169	69	57,454	43	20,575	19	56,762
Food Services and Drinking Places	342	51,180	444	52,937	268	24,594	141	23,623
Other Retail Group	886	39,107	985	51,857	536	10,588	372	19,076
Total Retail and Food Services	1,915	309,444	2,277	331,168	1,259	128,363	908	263,291
All Other Outlets	1,286	86,755	1,385	50,701	964	53,383	416	38,314
Totals All Outlets	3,201	396,199	3,662	381,870	2,223	181,746	1,324	301,605
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	182	116,924	69	24,885	34	16,925	41	8,958
Home Furnishings and Appliance Stores	277	18,734	68	14,242	41	17,072	34	4,386
Bldg. Matrl. and Garden Equip. and Supplies	65	20,896	29	#	24	16,636	23	10,899
Food and Beverage Stores	200	33,155	30	8,816	39	8,658	24	13,983
Gasoline Stations	36	42,765	11	9,066	12	15,527	12	12,150
Clothing and Clothing Accessories Stores	474	107,023	95	3,599	35	3,737	43	1,911
General Merchandise Stores	96	65,347	66	36,793	8	31,948	13	13,026
Food Services and Drinking Places	537	67,237	117	16,862	100	16,184	99	10,951
Other Retail Group	1,701	52,615	742	24,209 #	408	14,015	304	15,291
Total Retail and Food Services	3,568	524,695	1,227	138,473	701	140,703	593	91,555
All Other Outlets	1,766	117,835	416	12,606	514	39,030	297	16,158
Totals All Outlets	5,334	642,530	1,643	151,078	1,215	179,733	890	107,713
Type of business	HANFORD		HAWTHORNE		HAYWARD		HEALDSBURG	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	44	23,114	86	37,999	204	45,387	14	14,045
Home Furnishings and Appliance Stores	45	3,638	52	23,232	148	10,841	17	807
Bldg. Matrl. and Garden Equip. and Supplies	24	11,137	26	26,799	72	40,879	20	6,053
Food and Beverage Stores	39	9,222	57	7,709	116	19,271	32	5,997
Gasoline Stations	17	14,849	17	19,739	48	49,499	7	6,737
Clothing and Clothing Accessories Stores	99	13,681	80	9,167	187	25,432	38	2,550
General Merchandise Stores	18	42,926	36	#	60	95,501	4	807
Food Services and Drinking Places	136	17,856	169	17,620	383	37,847	54	9,127
Other Retail Group	324	13,218	314	87,619 #	865	36,119	242	5,135
Total Retail and Food Services	746	149,641	837	229,883	2,083	360,775	428	51,259
All Other Outlets	303	22,427	450	31,995	1,685	241,893	286	23,859
Totals All Outlets	1,049	172,068	1,287	261,878	3,768	602,667	714	75,118
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	66	48,701	12	3,026	130	7,737	37	8,567
Home Furnishings and Appliance Stores	66	3,907	22	#	71	1,719	22	534
Bldg. Matrl. and Garden Equip. and Supplies	22	13,740	6	#	34	3,969	19	3,341
Food and Beverage Stores	50	10,118	22	5,812	49	12,343	24	7,101
Gasoline Stations	28	27,276	2	#	36	50,018	14	11,232
Clothing and Clothing Accessories Stores	82	9,698	98	1,788	61	5,559	29	910
General Merchandise Stores	30	36,294	16	#	24	18,409	8	10,832
Food Services and Drinking Places	179	22,080	122	16,739	130	19,109	82	7,729
Other Retail Group	525	14,192	332	17,529 #	507	7,643	206	4,103
Total Retail and Food Services	1,048	186,006	632	44,894	1,042	126,506	441	54,350
All Other Outlets	386	20,226	220	4,410	491	28,002	257	10,790
Totals All Outlets	1,434	206,232	852	49,304	1,533	154,508	698	65,140

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

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, FOURTH 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	222	89,890	42	#	77	36,534	99	62,925
Home Furnishings and Appliance Stores	272	20,453	57	6,616	88	#	183	84,316
Bldg. Matrl. and Garden Equip. and Supplies	99	31,549	17	#	48	14,300	49	20,216
Food and Beverage Stores	135	38,215	96	6,790	53	9,644	47	3,626
Gasoline Stations	51	55,024	7	7,982	12	12,341	17	19,377
Clothing and Clothing Accessories Stores	478	26,572	233	10,195	243	6,143	379	21,629
General Merchandise Stores	146	52,453	58	12,337	59	12,379	186	79,770
Food Services and Drinking Places	498	73,506	197	15,521	196	14,642	157	29,155
Other Retail Group	2,638	66,545	384	40,945 #	1,352	19,478 #	2,295	23,260
Total Retail and Food Services	4,539	454,207	1,091	100,387	2,128	125,460	3,412	344,275
All Other Outlets	2,254	180,998	411	21,714	478	27,144	1,306	309,833
Totals All Outlets	6,793	635,204	1,502	122,101	2,606	152,603	4,718	654,107
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	88	#	132	130,424	80	5,998	57	44,617
Home Furnishings and Appliance Stores	72	3,050	529	80,129	42	7,375	72	11,375
Bldg. Matrl. and Garden Equip. and Supplies	18	#	81	20,892	36	15,456	18	5,794
Food and Beverage Stores	112	13,262	139	34,084	64	10,423	47	14,432
Gasoline Stations	23	22,277	28	52,328	17	16,416	18	19,357
Clothing and Clothing Accessories Stores	229	18,932	398	52,559	48	6,966	99	13,280
General Merchandise Stores	60	39,160	81	89,506	24	74,312	13	65,557
Food Services and Drinking Places	248	25,459	575	116,374	163	19,988	173	29,410
Other Retail Group	633	60,930 #	1,801	78,977	336	13,451	555	29,190
Total Retail and Food Services	1,483	183,068	3,764	655,273	810	170,385	1,052	233,011
All Other Outlets	518	48,186	3,041	402,543	478	25,091	495	16,269
Totals All Outlets	2,001	231,255	6,805	1,057,816	1,288	195,476	1,547	249,280
Type of business	LA MIRADA		LA PUENTE		LA QUINTA		LA VERNE	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	20	3,445	66	7,898	15	12,886	19	637
Home Furnishings and Appliance Stores	37	#	65	#	45	12,844	31	5,112
Bldg. Matrl. and Garden Equip. and Supplies	16	9,992	13	1,755	13	16,089	9	#
Food and Beverage Stores	28	4,645	52	5,670	23	11,721	12	4,579
Gasoline Stations	13	33,598	8	6,938	4	7,777	7	11,854
Clothing and Clothing Accessories Stores	40	3,354	122	3,569	62	6,122	33	4,093
General Merchandise Stores	15	2,457	72	1,829	14	61,789	17	16,398
Food Services and Drinking Places	104	12,940	116	8,613	101	19,934	80	12,183
Other Retail Group	286	68,975 #	699	8,732 #	564	10,476	243	12,052 #
Total Retail and Food Services	559	139,406	1,213	45,004	841	159,638	451	66,909
All Other Outlets	359	55,686	260	4,454	330	21,500	282	19,108
Totals All Outlets	918	195,091	1,473	49,458	1,171	181,137	733	86,017
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	10	1,805	39	4,321	39	36,623	59	21,092
Home Furnishings and Appliance Stores	75	1,683	96	14,570	140	8,263	46	3,078
Bldg. Matrl. and Garden Equip. and Supplies	22	3,565	23	1,343	27	12,230	19	9,970
Food and Beverage Stores	25	6,406	31	4,195	31	15,386	40	8,478
Gasoline Stations	9	4,912	9	9,986	10	15,726	16	23,448
Clothing and Clothing Accessories Stores	156	5,896	110	15,906	103	7,735	98	12,308
General Merchandise Stores	18	130	21	24,844	26	91,304	20	42,851
Food Services and Drinking Places	110	23,945	89	18,940	132	21,508	119	15,540
Other Retail Group	842	12,299	417	11,925	622	17,438	449	10,189
Total Retail and Food Services	1,267	60,641	835	106,030	1,130	226,214	866	146,953
All Other Outlets	437	18,678	523	22,221	601	30,720	340	12,574
Totals All Outlets	1,704	79,318	1,358	128,252	1,731	256,935	1,206	159,526

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

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, FOURTH 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	81	17,972	37	25,611	143	42,212	36	4,497
Home Furnishings and Appliance Stores	157	14,400	50	16,167	102	4,505	34	2,166
Bldg. Matrl. and Garden Equip. and Supplies	32	19,785	22	11,983	43	15,624	9	5,093
Food and Beverage Stores	56	13,909	57	11,535	72	16,225	28	3,215
Gasoline Stations	21	30,601	21	27,550	35	36,687	11	16,246
Clothing and Clothing Accessories Stores	99	8,741	147	35,697	180	9,693	24	972
General Merchandise Stores	28	22,048	37	91,270	48	83,610	7	#
Food Services and Drinking Places	222	33,122	182	34,967	282	36,308	71	7,307
Other Retail Group	705	35,878	571	19,538	727	27,063	154	6,453 #
Total Retail and Food Services	1,401	196,455	1,124	274,318	1,632	271,927	374	45,949
All Other Outlets	866	75,682	272	11,897	838	78,150	179	7,762
Totals All Outlets	2,267	272,137	1,396	286,214	2,470	350,077	553	53,711
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	27	18,303	17	2,102	83	43,059	106	17,797
Home Furnishings and Appliance Stores	18	848	22	659	97	5,999	56	3,717
Bldg. Matrl. and Garden Equip. and Supplies	13	#	14	8,624	47	22,276	30	12,456
Food and Beverage Stores	20	5,446	17	9,530	52	15,198	76	12,162
Gasoline Stations	11	11,438	5	7,584	31	35,903	25	22,893
Clothing and Clothing Accessories Stores	24	2,261	36	3,323	63	3,559	67	5,805
General Merchandise Stores	5	#	4	#	23	60,710	17	34,657
Food Services and Drinking Places	59	7,142	62	8,371	202	29,067	180	19,067
Other Retail Group	163	24,222 #	259	11,261 #	643	19,882	483	12,500
Total Retail and Food Services	340	69,660	436	51,454	1,241	235,651	1,040	141,053
All Other Outlets	164	9,164	191	9,668	934	199,110	510	53,239
Totals All Outlets	504	78,825	627	61,121	2,175	434,761	1,550	194,292
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	27	9,173	325	59,817	2	#	3,031	703,085
Home Furnishings and Appliance Stores	20	1,682	344	25,675	53	2,698	4,344	445,027
Bldg. Matrl. and Garden Equip. and Supplies	14	5,867	112	#	9	#	1,283	413,435
Food and Beverage Stores	47	11,075	466	63,553	24	8,605	3,595	543,887
Gasoline Stations	10	9,399	110	139,573	8	10,461	779	1,056,886
Clothing and Clothing Accessories Stores	22	2,788	574	45,065	70	3,612	10,143	748,058
General Merchandise Stores	6	#	316	84,712	4	#	2,224	791,543
Food Services and Drinking Places	89	9,340	1,115	159,915	81	10,929	10,484	1,421,315
Other Retail Group	289	17,696 #	3,374	522,002 #	416	10,253 #	29,282	946,952
Total Retail and Food Services	524	67,020	6,736	1,100,312	667	46,558	65,165	7,070,187
All Other Outlets	248	9,542	2,439	255,190	353	5,643	34,840	2,168,396
Totals All Outlets	772	76,562	9,175	1,355,502	1,020	52,201	100,005	9,238,584
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	29	3,384	23	18,478	54	3,199	53	12,541
Home Furnishings and Appliance Stores	22	1,101	75	5,875	48	1,735	41	1,947
Bldg. Matrl. and Garden Equip. and Supplies	9	5,274	22	3,454	18	#	20	8,430
Food and Beverage Stores	17	6,636	36	12,374	70	8,229	49	9,250
Gasoline Stations	14	11,239	11	13,397	10	15,905	24	13,097
Clothing and Clothing Accessories Stores	29	1,072	93	9,649	106	3,640	92	2,954
General Merchandise Stores	11	18,493	8	312	28	3,434	23	#
Food Services and Drinking Places	78	9,044	128	23,884	136	12,561	128	12,203
Other Retail Group	149	4,367	472	19,549	309	9,734 #	294	25,024 #
Total Retail and Food Services	358	60,608	868	106,971	779	58,436	724	85,445
All Other Outlets	150	8,847	474	121,102	276	11,122	300	32,718
Totals All Outlets	508	69,455	1,342	228,073	1,055	69,558	1,024	118,164

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

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

Type of business	MALIBU		MANHATTAN BEACH		MANTECA		MARTINEZ	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	4	#	13	#	51	18,456	20	1,557
Home Furnishings and Appliance Stores	30	542	46	#	46	7,349	26	536
Bldg. Matrl. and Garden Equip. and Supplies	12	669	7	#	22	8,901	14	9,279
Food and Beverage Stores	14	5,546	33	14,473	52	9,056	22	7,809
Gasoline Stations	9	6,176	4	6,941	29	18,841	16	12,891
Clothing and Clothing Accessories Stores	101	8,057	118	17,164	41	7,702	34	764
General Merchandise Stores	12	#	18	31,247	13	54,116	7	#
Food Services and Drinking Places	50	13,996	138	33,810	151	18,566	87	7,011
Other Retail Group	246	7,922 #	406	58,398 #	327	21,315	369	20,980 #
Total Retail and Food Services	478	42,908	783	162,032	732	164,301	595	60,828
All Other Outlets	223	5,413	350	46,495	349	31,336	283	41,467
Totals All Outlets	701	48,321	1,133	208,527	1,081	195,637	878	102,295
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	31	2,386	5	#	73	28,715	33	33,069
Home Furnishings and Appliance Stores	33	#	60	5,957	53	8,112	104	32,764
Bldg. Matrl. and Garden Equip. and Supplies	23	#	17	2,572	22	13,212	20	10,531
Food and Beverage Stores	18	10,301	27	16,673	58	11,487	62	10,964
Gasoline Stations	11	16,504	11	13,841	23	21,922	16	21,368
Clothing and Clothing Accessories Stores	35	8,285	63	7,177	102	10,848	171	74,321
General Merchandise Stores	10	18,024	2	#	22	58,488	23	30,088
Food Services and Drinking Places	59	12,195	105	17,000	173	21,951	290	48,200
Other Retail Group	341	25,339 #	387	36,345 #	402	15,856	442	22,785
Total Retail and Food Services	561	93,035	677	99,565	928	190,591	1,161	284,091
All Other Outlets	212	8,918	466	48,159	414	30,616	709	102,326
Totals All Outlets	773	101,952	1,143	147,724	1,342	221,207	1,870	386,417
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	80	50,679	178	30,303	41	49,252	106	44,153
Home Furnishings and Appliance Stores	173	34,880	213	31,600	53	13,639	76	14,062
Bldg. Matrl. and Garden Equip. and Supplies	37	12,075	61	25,239	18	#	24	3,848
Food and Beverage Stores	53	14,799	177	40,240	30	8,064	33	3,172
Gasoline Stations	22	35,470	55	41,413	7	11,051	9	9,037
Clothing and Clothing Accessories Stores	210	61,253	280	61,314	86	7,598	219	39,790
General Merchandise Stores	33	42,121	53	127,329	30	6,362	74	67,422
Food Services and Drinking Places	208	31,191	471	69,281	111	16,279	109	17,115
Other Retail Group	878	40,138	1,136	63,025	465	31,968 #	851	19,481
Total Retail and Food Services	1,694	322,607	2,624	489,744	841	144,213	1,501	218,080
All Other Outlets	818	51,924	1,135	176,012	464	30,865	410	24,345
Totals All Outlets	2,512	374,531	3,759	665,755	1,305	175,078	1,911	242,425
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	57	15,056	28	#	39	#	20	3,916
Home Furnishings and Appliance Stores	52	12,596	58	4,894	46	1,208	20	4,085
Bldg. Matrl. and Garden Equip. and Supplies	14	12,689	14	1,327	16	533	13	1,703
Food and Beverage Stores	54	8,031	44	8,900	54	5,723	25	4,770
Gasoline Stations	19	24,595	10	11,058	8	10,994	7	11,802
Clothing and Clothing Accessories Stores	121	32,632	93	9,493	76	3,659	27	3,139
General Merchandise Stores	44	40,829	12	#	48	959	11	13,388
Food Services and Drinking Places	173	22,413	194	33,594	163	24,781	75	9,537
Other Retail Group	371	19,959	540	47,559 #	469	24,991 #	215	9,390
Total Retail and Food Services	905	188,801	993	116,824	919	72,847	413	61,731
All Other Outlets	523	69,066	463	36,881	417	21,899	318	18,188
Totals All Outlets	1,428	257,867	1,456	153,706	1,336	94,746	731	79,919

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

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, FOURTH 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	92	32,715	32	15,046	44	28,194	79	14,828
Home Furnishings and Appliance Stores	100	7,212	41	2,184	108	22,486	113	26,827
Bldg. Matrl. and Garden Equip. and Supplies	41	17,480	26	9,374	32	6,694	36	16,029
Food and Beverage Stores	73	19,854	29	7,818	70	19,834	54	11,069
Gasoline Stations	34	42,472	12	21,674	18	25,094	23	30,281
Clothing and Clothing Accessories Stores	230	22,128	41	5,112	75	8,315	110	7,659
General Merchandise Stores	49	76,829	13	13,646	18	67,444	23	58,653
Food Services and Drinking Places	260	36,789	122	15,283	274	40,604	168	24,231
Other Retail Group	772	17,118	333	9,621	609	32,630	719	26,022
Total Retail and Food Services	1,651	272,596	649	99,759	1,248	251,296	1,325	215,599
All Other Outlets	501	20,025	497	25,722	852	97,775	648	29,225
Totals All Outlets	2,152	292,621	1,146	125,481	2,100	349,071	1,973	244,824
Type of business	NAPA		NATIONAL CITY		NEWARK		NEWPORT BEACH	
	Permits	Taxable transactions						
Retail and Food Services								
Motor Vehicle and Parts Dealers	52	25,861	100	87,273	75	21,536	85	124,842
Home Furnishings and Appliance Stores	82	5,652	57	2,817	39	3,581	277	11,742
Bldg. Matrl. and Garden Equip. and Supplies	48	21,636	37	5,060	22	16,162	41	11,332
Food and Beverage Stores	139	22,829	78	7,667	36	8,521	85	25,115
Gasoline Stations	21	30,121	16	19,773	12	11,296	17	29,282
Clothing and Clothing Accessories Stores	102	21,458	224	43,520	102	20,951	354	60,360
General Merchandise Stores	16	36,464	38	48,380	16	31,390	36	49,020
Food Services and Drinking Places	209	36,019	203	30,069	167	18,868	359	91,083
Other Retail Group	753	26,351	564	21,974	251	41,737	1,245	37,584
Total Retail and Food Services	1,422	226,392	1,317	266,534	720	174,042	2,499	440,360
All Other Outlets	941	36,064	446	47,538	396	29,850	1,491	154,447
Totals All Outlets	2,363	262,457	1,763	314,072	1,116	203,892	3,990	594,807
Type of business	NORCO		NORWALK		NOVATO		OAKDALE	
	Permits	Taxable transactions						
Retail and Food Services								
Motor Vehicle and Parts Dealers	60	17,329	63	33,376	35	17,344	31	10,820
Home Furnishings and Appliance Stores	31	2,549	45	1,229	53	3,103	19	1,013
Bldg. Matrl. and Garden Equip. and Supplies	18	4,362	14	5,610	21	3,565	17	3,277
Food and Beverage Stores	28	5,169	68	10,345	32	13,913	22	4,691
Gasoline Stations	12	19,593	23	31,529	14	20,841	12	14,036
Clothing and Clothing Accessories Stores	28	951	87	5,950	60	10,518	14	318
General Merchandise Stores	7	#	46	55,929	6	47,079	7	#
Food Services and Drinking Places	90	12,054	188	20,790	127	17,777	54	5,946
Other Retail Group	282	16,365 #	526	9,032	562	22,170	144	9,915 #
Total Retail and Food Services	556	78,373	1,060	173,789	910	156,309	320	50,016
All Other Outlets	282	13,578	441	20,847	640	24,681	219	11,486
Totals All Outlets	838	91,951	1,501	194,636	1,550	180,989	539	61,502
Type of business	OAKLAND		OCEANSIDE		ONTARIO		ORANGE	
	Permits	Taxable transactions						
Retail and Food Services								
Motor Vehicle and Parts Dealers	264	82,636	136	24,005	248	188,442	217	85,221
Home Furnishings and Appliance Stores	303	37,531	138	24,158	259	46,134	231	30,110
Bldg. Matrl. and Garden Equip. and Supplies	139	36,416	54	24,520	137	27,512	83	40,893
Food and Beverage Stores	512	68,043	93	26,562	116	19,297	113	27,472
Gasoline Stations	118	122,158	41	50,342	71	113,567	46	53,237
Clothing and Clothing Accessories Stores	753	18,004	246	13,167	539	116,541	283	34,499
General Merchandise Stores	141	26,471	41	70,795	145	46,636	63	52,303
Food Services and Drinking Places	1,239	129,591	358	49,612	399	72,622	434	71,202
Other Retail Group	3,968	77,293	1,640	38,274	2,331	183,338	1,387	53,532
Total Retail and Food Services	7,437	598,141	2,747	321,433	4,245	814,089	2,857	448,468
All Other Outlets	3,064	297,294	1,186	54,962	2,036	447,740	1,921	231,131
Totals All Outlets	10,501	895,435	3,933	376,395	6,281	1,261,829	4,778	679,599

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

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, FOURTH 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	33	7,196	122	84,385	58	5,034	37	#
Home Furnishings and Appliance Stores	30	1,241	117	40,321	159	29,731	70	2,915
Bldg. Matrl. and Garden Equip. and Supplies	26	#	40	21,346	54	17,714	23	20,287
Food and Beverage Stores	22	5,429	152	24,383	44	12,237	38	10,500
Gasoline Stations	15	12,533	38	53,001	11	19,242	17	23,106
Clothing and Clothing Accessories Stores	33	809	185	22,107	385	54,015	123	8,876
General Merchandise Stores	5	#	50	81,762	43	109,413	18	#
Food Services and Drinking Places	74	8,341	349	47,371	213	39,073	234	40,170
Other Retail Group	196	28,124 #	1,071	28,872	1,400	38,775	773	56,916 #
Total Retail and Food Services	434	63,673	2,124	403,547	2,367	325,235	1,333	162,769
All Other Outlets	218	10,215	1,261	108,000	741	51,058	551	50,188
Totals All Outlets	652	73,889	3,385	511,547	3,108	376,293	1,884	212,957
Type of business	PALMDALE		PALO ALTO		PARAMOUNT		PASADENA	
	Permits	Taxable transactions						
Retail and Food Services								
Motor Vehicle and Parts Dealers	79	34,432	22	37,601	63	4,452	132	76,503
Home Furnishings and Appliance Stores	114	23,910	122	44,220	102	1,010	309	59,327
Bldg. Matrl. and Garden Equip. and Supplies	34	16,997	34	6,239	29	14,823	78	17,302
Food and Beverage Stores	56	20,092	39	9,588	53	10,811	123	38,280
Gasoline Stations	30	36,315	13	16,003	13	18,390	29	36,964
Clothing and Clothing Accessories Stores	206	29,520	154	78,203	476	4,499	468	60,547
General Merchandise Stores	73	93,000	14	50,052	174	#	115	65,488
Food Services and Drinking Places	241	39,944	268	62,039	111	9,090	546	97,500
Other Retail Group	756	26,529	791	31,798	2,662	23,534 #	2,586	137,444
Total Retail and Food Services	1,589	320,739	1,457	335,743	3,683	86,607	4,386	589,356
All Other Outlets	586	41,998	774	141,837	737	60,653	1,508	121,849
Totals All Outlets	2,175	362,738	2,231	477,580	4,420	147,260	5,894	711,205
Type of business	PASO ROBLES		PERRIS		PETALUMA		PICO RIVERA	
	Permits	Taxable transactions						
Retail and Food Services								
Motor Vehicle and Parts Dealers	48	21,729	56	7,098	50	44,548	37	1,949
Home Furnishings and Appliance Stores	43	5,168	41	1,761	70	4,390	46	8,745
Bldg. Matrl. and Garden Equip. and Supplies	26	11,486	26	#	33	6,519	14	11,493
Food and Beverage Stores	44	8,197	41	11,831	54	17,267	55	8,498
Gasoline Stations	23	22,929	14	23,907	19	22,908	12	16,659
Clothing and Clothing Accessories Stores	43	6,594	102	876	80	16,175	70	7,850
General Merchandise Stores	17	32,665	24	#	6	11,267	22	36,229
Food Services and Drinking Places	143	17,955	97	11,035	192	21,169	157	19,813
Other Retail Group	408	12,255	410	27,713 #	806	23,539	389	7,760
Total Retail and Food Services	795	138,977	811	84,219	1,310	167,782	802	118,996
All Other Outlets	452	27,512	260	44,622	730	44,562	357	36,353
Totals All Outlets	1,247	166,489	1,071	128,841	2,040	212,344	1,159	155,349
Type of business	PINOLE		PITTSBURG		PLACENTIA		PLACERVILLE	
	Permits	Taxable transactions						
Retail and Food Services								
Motor Vehicle and Parts Dealers	12	1,956	43	16,190	47	13,117	18	13,845
Home Furnishings and Appliance Stores	16	#	24	6,797	52	4,862	23	1,641
Bldg. Matrl. and Garden Equip. and Supplies	5	4,358	15	#	14	995	13	#
Food and Beverage Stores	19	7,039	39	10,871	31	5,453	19	4,657
Gasoline Stations	7	8,407	11	14,834	9	12,769	8	6,276
Clothing and Clothing Accessories Stores	15	4,720	47	5,737	44	3,161	25	1,122
General Merchandise Stores	6	14,172	21	18,678	10	1,694	6	1,905
Food Services and Drinking Places	69	12,024	98	14,659	112	14,558	75	7,627
Other Retail Group	161	20,245 #	237	17,670 #	306	11,002	244	15,923 #
Total Retail and Food Services	310	72,920	535	105,435	625	67,613	431	52,996
All Other Outlets	135	2,855	277	37,439	522	37,071	144	11,231
Totals All Outlets	445	75,775	812	142,874	1,147	104,684	575	64,227

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

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, FOURTH 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	25	2,098	86	80,791	273	32,527	57	11,390
Home Furnishings and Appliance Stores	54	32,380	123	11,510	159	3,710	42	2,842
Bldg. Matrl. and Garden Equip. and Supplies	21	4,292	44	10,522	79	16,010	22	8,815
Food and Beverage Stores	28	9,190	56	16,959	136	16,211	28	7,004
Gasoline Stations	12	12,254	20	22,323	51	46,730	24	13,148
Clothing and Clothing Accessories Stores	34	9,702	196	57,730	299	3,524	86	3,263
General Merchandise Stores	9	24,777	25	73,866	132	13,195	26	32,518
Food Services and Drinking Places	114	21,544	254	35,261	348	28,776	105	12,528
Other Retail Group	315	23,964	947	30,326	1,816	24,776	317	5,866
Total Retail and Food Services	612	140,201	1,751	339,288	3,293	185,459	707	97,373
All Other Outlets	280	17,525	871	135,324	1,343	90,522	242	14,751
Totals All Outlets	892	157,727	2,622	474,612	4,636	275,981	949	112,124
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	26,092	167	13,403	147	7,285	9	#
Home Furnishings and Appliance Stores	52	3,781	105	21,440	151	37,067	38	10,889
Bldg. Matrl. and Garden Equip. and Supplies	28	10,531	52	24,703	64	18,861	2	#
Food and Beverage Stores	27	6,021	49	8,192	92	24,794	12	6,266
Gasoline Stations	12	15,111	27	23,168	39	43,274	3	#
Clothing and Clothing Accessories Stores	46	1,517	53	2,744	253	39,394	26	1,379
General Merchandise Stores	16	79,929	18	46,984	69	112,128	2	#
Food Services and Drinking Places	133	13,708	181	18,873	347	73,195	65	19,756
Other Retail Group	492	21,622	468	25,485	1,225	60,660	258	39,062 #
Total Retail and Food Services	850	178,313	1,120	184,992	2,387	416,659	415	77,352
All Other Outlets	633	65,699	736	89,909	1,346	117,098	139	20,943
Totals All Outlets	1,483	244,012	1,856	274,901	3,733	533,757	554	98,294
Type of business	RANCHO SANTA MARGARITA		RED BLUFF		REDDING		REDLANDS	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	29	20,018	18	4,271	135	54,281	62	42,977
Home Furnishings and Appliance Stores	79	3,435	14	1,056	114	20,868	66	3,864
Bldg. Matrl. and Garden Equip. and Supplies	19	#	18	#	76	27,078	31	20,930
Food and Beverage Stores	20	7,014	14	4,704	57	24,169	50	15,391
Gasoline Stations	6	11,423	15	13,469	50	47,551	16	20,954
Clothing and Clothing Accessories Stores	86	2,775	12	285	93	17,522	113	11,910
General Merchandise Stores	21	18,726	3	#	21	83,674	25	22,814
Food Services and Drinking Places	75	14,024	63	6,852	298	36,713	201	26,812
Other Retail Group	389	19,983 #	183	22,928 #	1,044	42,738	847	18,319
Total Retail and Food Services	724	97,398	340	53,566	1,888	354,593	1,411	183,970
All Other Outlets	408	22,065	193	7,616	1,086	80,306	536	29,796
Totals All Outlets	1,132	119,463	533	61,182	2,974	434,900	1,947	213,766
Type of business	REDONDO BEACH		REDWOOD CITY		RIALTO		RICHMOND	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	38	12,586	68	79,352	101	5,637	92	30,485
Home Furnishings and Appliance Stores	96	14,524	99	19,604	43	997	55	4,073
Bldg. Matrl. and Garden Equip. and Supplies	25	2,330	37	15,031	17	9,297	23	#
Food and Beverage Stores	75	16,802	69	21,488	64	10,242	80	8,378
Gasoline Stations	13	14,460	26	25,152	32	69,540	30	76,786
Clothing and Clothing Accessories Stores	237	44,436	84	12,678	83	4,829	135	10,470
General Merchandise Stores	48	31,457	18	60,551	19	#	26	76,295
Food Services and Drinking Places	258	37,051	249	31,582	129	15,809	168	14,499
Other Retail Group	854	21,295	572	31,395	386	31,761 #	562	23,748 #
Total Retail and Food Services	1,644	194,940	1,222	296,833	874	148,113	1,171	244,735
All Other Outlets	582	27,374	787	104,915	412	69,271	659	64,083
Totals All Outlets	2,226	222,314	2,009	401,748	1,286	217,383	1,830	308,818

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

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, FOURTH 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	7,781	25	1,864	355	199,370	43	20,320
Home Furnishings and Appliance Stores	26	1,726	14	#	311	40,804	72	24,656
Bldg. Matrl. and Garden Equip. and Supplies	12	#	7	#	139	45,212	35	4,749
Food and Beverage Stores	15	4,966	14	3,319	203	44,638	31	6,800
Gasoline Stations	16	7,747	5	6,544	70	87,321	20	20,515
Clothing and Clothing Accessories Stores	21	653	17	1,187	592	68,889	43	1,795
General Merchandise Stores	9	#	5	17,751	157	124,882	13	5,201
Food Services and Drinking Places	59	8,019	45	6,306	648	92,396	112	15,017
Other Retail Group	229	25,570 #	67	18,500 #	3,220	80,713	421	15,230
Total Retail and Food Services	420	56,462	199	55,471	5,695	784,224	790	114,281
All Other Outlets	185	6,651	75	3,795	2,234	207,850	412	30,751
Totals All Outlets	605	63,113	274	59,266	7,929	992,073	1,202	145,033
Type of business	ROHNERT PARK		ROSEMEAD		ROSEVILLE		SACRAMENTO	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	19	3,420	61	4,448	145	215,992	494	59,374
Home Furnishings and Appliance Stores	37	8,499	59	2,898	216	65,382	448	63,448
Bldg. Matrl. and Garden Equip. and Supplies	10	#	17	347	82	27,953	178	60,192
Food and Beverage Stores	29	9,267	44	4,110	93	34,933	390	76,545
Gasoline Stations	10	8,761	9	9,361	36	49,648	121	123,624
Clothing and Clothing Accessories Stores	19	4,637	31	336	387	82,044	758	101,439
General Merchandise Stores	10	59,521	30	43,525	91	144,988	123	160,174
Food Services and Drinking Places	111	16,842	137	16,080	396	70,481	1,325	174,317
Other Retail Group	269	19,919 #	256	5,530	1,959	73,992	3,839	126,637
Total Retail and Food Services	514	130,867	644	86,635	3,405	765,414	7,676	945,749
All Other Outlets	320	19,638	305	9,151	1,026	122,715	3,408	369,509
Totals All Outlets	834	150,505	949	95,786	4,431	888,129	11,084	1,315,258
Type of business	SALINAS		SAN BERNARDINO		SAN BRUNO		SAN CARLOS	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	137	62,631	256	74,549	28	13,513	32	3,178
Home Furnishings and Appliance Stores	105	18,236	223	23,640	37	10,333	55	22,079
Bldg. Matrl. and Garden Equip. and Supplies	42	27,063	67	30,312	9	#	45	26,584
Food and Beverage Stores	128	28,489	201	28,210	33	5,706	16	3,556
Gasoline Stations	50	57,517	59	64,293	14	19,640	8	6,733
Clothing and Clothing Accessories Stores	225	30,717	561	30,644	78	16,050	51	9,077
General Merchandise Stores	38	84,429	203	132,752	14	37,115	6	1,100
Food Services and Drinking Places	318	41,374	489	60,944	140	21,387	108	13,247
Other Retail Group	763	31,502	2,993	38,476	238	21,134 #	371	21,728
Total Retail and Food Services	1,806	381,958	5,052	483,820	591	144,876	692	107,283
All Other Outlets	875	101,814	1,147	83,517	283	10,954	672	43,181
Totals All Outlets	2,681	483,771	6,199	567,336	874	155,830	1,364	150,463
Type of business	SAN CLEMENTE		SAN DIEGO		SAN DIMAS		SAN FERNANDO	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	46	3,533	1,212	428,857	28	1,144	43	2,401
Home Furnishings and Appliance Stores	131	6,558	1,649	277,294	35	3,703	91	1,741
Bldg. Matrl. and Garden Equip. and Supplies	28	#	435	177,517	15	#	19	#
Food and Beverage Stores	50	12,639	1,004	234,580	23	6,007	34	3,580
Gasoline Stations	15	27,725	331	395,393	11	12,751	7	3,949
Clothing and Clothing Accessories Stores	151	3,113	2,528	452,157	42	6,243	311	2,411
General Merchandise Stores	43	15,855	427	465,554	22	38,101	138	11,108
Food Services and Drinking Places	180	22,399	3,792	644,841	74	10,070	90	10,619
Other Retail Group	754	26,039 #	12,296	399,833	317	16,135 #	1,013	17,762 #
Total Retail and Food Services	1,398	117,859	23,674	3,476,025	567	94,154	1,746	53,571
All Other Outlets	746	24,061	11,593	1,249,156	408	42,550	354	13,565
Totals All Outlets	2,144	141,920	35,267	4,725,181	975	136,705	2,100	67,135

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

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, FOURTH 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	241	109,287	38	#	553	285,015	32	36,012
Home Furnishings and Appliance Stores	1,036	192,926	70	3,974	946	144,662	56	6,085
Bldg. Matrl. and Garden Equip. and Supplies	316	98,153	26	3,451	315	145,162	23	10,292
Food and Beverage Stores	1,168	175,008	52	4,192	643	123,163	20	3,890
Gasoline Stations	123	134,041	11	12,487	203	287,961	7	7,880
Clothing and Clothing Accessories Stores	2,299	453,906	107	8,642	1,234	236,106	69	7,147
General Merchandise Stores	256	237,805	31	205	185	351,753	24	#
Food Services and Drinking Places	4,257	741,325	190	18,903	2,105	313,862	85	12,556
Other Retail Group	7,692	383,983	422	11,858 #	6,280	249,755	521	33,649 #
Total Retail and Food Services	17,388	2,526,435	947	63,711	12,464	2,137,439	837	117,510
All Other Outlets	9,334	1,276,484	405	13,195	6,687	1,086,499	416	15,945
Totals All Outlets	26,722	3,802,919	1,352	76,907	19,151	3,223,938	1,253	133,455
Type of business	SAN LEANDRO		SAN LUIS OBISPO		SAN MARCOS		SAN MATEO	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	75	43,131	70	44,122	58	12,362	79	22,406
Home Furnishings and Appliance Stores	101	10,425	86	20,264	97	52,025	156	22,099
Bldg. Matrl. and Garden Equip. and Supplies	63	25,752	42	17,823	59	27,708	45	17,703
Food and Beverage Stores	77	13,519	45	14,884	46	11,925	92	24,253
Gasoline Stations	33	27,451	19	21,977	17	25,301	33	38,072
Clothing and Clothing Accessories Stores	145	35,917	127	21,913	67	13,540	224	54,932
General Merchandise Stores	26	94,929	15	40,917	13	48,006	29	50,220
Food Services and Drinking Places	270	27,891	188	31,176	199	30,142	352	48,235
Other Retail Group	534	26,900	574	32,775	675	22,333	997	54,614
Total Retail and Food Services	1,324	305,914	1,166	245,851	1,231	243,343	2,007	332,534
All Other Outlets	997	142,025	670	48,001	933	57,224	1,148	47,902
Totals All Outlets	2,321	447,939	1,836	293,853	2,164	300,567	3,155	380,436
Type of business	SAN RAFAEL		SAN RAMON		SANTA ANA		SANTA BARBARA	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	93	76,881	37	6,976	306	115,009	70	27,933
Home Furnishings and Appliance Stores	134	29,461	85	6,777	346	35,634	146	18,668
Bldg. Matrl. and Garden Equip. and Supplies	46	39,806	19	17,532	109	46,488	80	22,472
Food and Beverage Stores	58	20,681	28	13,956	304	46,479	120	30,791
Gasoline Stations	22	20,343	20	22,625	57	68,461	33	29,574
Clothing and Clothing Accessories Stores	119	10,922	74	3,224	431	68,325	257	50,347
General Merchandise Stores	17	19,752	14	#	123	76,079	51	23,649
Food Services and Drinking Places	228	25,642	149	21,199	740	78,379	389	69,394
Other Retail Group	840	41,393	456	34,033 #	1,422	66,939	1,693	45,738
Total Retail and Food Services	1,557	284,881	882	126,321	3,838	601,792	2,839	318,565
All Other Outlets	1,138	76,714	558	44,071	2,916	238,573	1,511	78,271
Totals All Outlets	2,695	361,596	1,440	170,391	6,754	840,364	4,350	396,836
Type of business	SANTA CLARA		SANTA CLARITA		SANTA CRUZ		SANTA FE SPRINGS	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	153	125,177	165	105,713	46	14,585	123	14,126
Home Furnishings and Appliance Stores	238	54,604	251	30,736	80	5,438	150	6,324
Bldg. Matrl. and Garden Equip. and Supplies	59	14,947	98	33,227	43	8,108	64	9,068
Food and Beverage Stores	105	23,219	127	28,674	78	16,924	38	5,076
Gasoline Stations	28	36,964	48	74,551	14	12,972	12	13,893
Clothing and Clothing Accessories Stores	102	21,484	460	33,850	125	12,300	383	4,939
General Merchandise Stores	29	58,921	149	129,069	12	#	182	21,524
Food Services and Drinking Places	449	70,118	446	70,646	242	31,112	136	15,216
Other Retail Group	896	33,119	2,275	46,636	956	59,776 #	2,582	23,110
Total Retail and Food Services	2,059	438,553	4,019	553,103	1,596	161,214	3,670	113,275
All Other Outlets	2,099	324,120	1,777	103,621	633	27,932	1,865	341,190
Totals All Outlets	4,158	762,673	5,796	656,725	2,229	189,147	5,535	454,465

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

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, FOURTH 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	97	51,291	82	113,501	130	89,298	65	7,459
Home Furnishings and Appliance Stores	74	11,371	220	34,929	174	49,247	45	9,410
Bldg. Matrl. and Garden Equip. and Supplies	50	27,383	49	14,592	84	34,603	24	16,629
Food and Beverage Stores	88	19,307	87	26,806	120	46,668	28	8,157
Gasoline Stations	20	31,378	18	27,614	51	61,325	13	12,079
Clothing and Clothing Accessories Stores	115	12,105	516	101,848	244	49,177	56	8,570
General Merchandise Stores	32	72,228	72	17,503	32	113,766	20	63,583
Food Services and Drinking Places	229	28,972	450	108,391	449	55,679	112	17,410
Other Retail Group	522	23,290	1,658	76,887	1,691	80,263	413	16,377
Total Retail and Food Services	1,227	277,324	3,152	522,072	2,975	580,027	776	159,674
All Other Outlets	779	84,762	1,367	162,097	1,639	92,153	432	28,061
Totals All Outlets	2,006	362,086	4,519	684,169	4,614	672,180	1,208	187,735
Type of business	SEAL BEACH		SEASIDE		SELMA		SHAFTER	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	12	#	47	48,770	27	23,271	12	2,862
Home Furnishings and Appliance Stores	25	5,699	21	1,506	20	1,162	8	#
Bldg. Matrl. and Garden Equip. and Supplies	7	366	10	#	7	#	5	#
Food and Beverage Stores	14	5,180	27	2,946	22	4,074	13	1,214
Gasoline Stations	9	12,684	7	5,409	5	4,483	9	7,572
Clothing and Clothing Accessories Stores	47	6,874	26	213	52	440	14	76
General Merchandise Stores	17	19,299	5	1,615	10	#	6	467
Food Services and Drinking Places	82	17,756	68	7,432	57	7,537	24	1,714
Other Retail Group	207	9,000 #	155	17,399 #	116	22,139 #	40	72,229 #
Total Retail and Food Services	420	76,858	366	85,290	316	63,105	131	86,134
All Other Outlets	156	33,237	152	13,411	127	9,476	77	86,869
Totals All Outlets	576	110,095	518	98,701	443	72,581	208	173,003
Type of business	SIMI VALLEY		SONOMA		SONORA		SOUTH EL MONTE	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	80	37,985	10	3,343	20	2,157	97	4,760
Home Furnishings and Appliance Stores	98	14,827	19	1,411	22	1,004	81	3,980
Bldg. Matrl. and Garden Equip. and Supplies	39	23,573	8	#	19	9,045	42	5,928
Food and Beverage Stores	79	22,047	27	9,083	10	6,126	35	3,276
Gasoline Stations	32	39,347	6	5,593	6	4,062	10	21,497
Clothing and Clothing Accessories Stores	136	15,182	34	2,435	35	2,172	137	#
General Merchandise Stores	45	82,785	6	#	4	#	61	297
Food Services and Drinking Places	262	40,250	55	9,155	54	4,527	67	5,524
Other Retail Group	899	27,313	245	12,964 #	217	24,006 #	691	4,759 #
Total Retail and Food Services	1,670	303,309	410	43,985	387	53,099	1,221	50,021
All Other Outlets	1,166	46,520	243	10,417	167	4,821	855	34,092
Totals All Outlets	2,836	349,829	653	54,402	554	57,920	2,076	84,113
Type of business	SOUTH GATE		SOUTH LAKE TAHOE		SOUTH SAN FRANCISCO		STANTON	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	134	16,467	23	4,074	54	5,976	54	5,837
Home Furnishings and Appliance Stores	58	627	22	1,071	60	8,844	28	#
Bldg. Matrl. and Garden Equip. and Supplies	25	604	22	3,671	32	13,575	19	9,911
Food and Beverage Stores	85	7,340	32	11,854	55	10,437	42	4,126
Gasoline Stations	22	22,070	11	7,048	28	23,928	11	13,201
Clothing and Clothing Accessories Stores	90	4,820	59	5,367	40	#	43	557
General Merchandise Stores	48	28,554	4	#	14	#	15	#
Food Services and Drinking Places	170	13,704	133	12,650	191	28,204	108	9,945
Other Retail Group	418	5,987	223	12,019 #	294	90,389 #	115	12,564 #
Total Retail and Food Services	1,050	100,174	529	57,755	768	181,354	435	56,140
All Other Outlets	577	28,908	245	13,822	804	96,425	298	12,004
Totals All Outlets	1,627	129,082	774	71,576	1,572	277,778	733	68,144

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

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, FOURTH 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	257	81,603	56	77,514	108	85,764	104	130,411
Home Furnishings and Appliance Stores	206	24,498	143	38,034	142	19,892	161	39,335
Bldg. Matrl. and Garden Equip. and Supplies	83	42,924	34	35,278	52	22,751	47	21,566
Food and Beverage Stores	264	46,518	92	21,127	65	18,486	77	31,397
Gasoline Stations	77	73,597	30	33,195	26	51,250	29	44,301
Clothing and Clothing Accessories Stores	360	42,554	106	10,792	231	39,870	229	53,474
General Merchandise Stores	70	131,355	14	58,291	38	117,383	48	48,248
Food Services and Drinking Places	592	68,240	371	52,593	325	60,413	330	63,249
Other Retail Group	1,500	89,954	906	43,832	1,085	42,286	1,307	64,017
Total Retail and Food Services	3,409	601,244	1,752	370,656	2,072	458,096	2,332	495,999
All Other Outlets	1,521	157,359	1,310	290,005	1,009	141,286	1,512	106,503
Totals All Outlets	4,930	758,603	3,062	660,661	3,081	599,382	3,844	602,502
Type of business	TORRANCE		TRACY		TRUCKEE		TULARE	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	146	145,482	65	37,639	18	2,830	54	16,306
Home Furnishings and Appliance Stores	349	63,733	64	26,373	28	2,807	43	2,034
Bldg. Matrl. and Garden Equip. and Supplies	84	36,025	27	10,999	24	9,495	31	12,732
Food and Beverage Stores	122	31,264	54	13,638	15	5,440	37	8,796
Gasoline Stations	38	54,293	20	39,352	10	8,582	27	33,012
Clothing and Clothing Accessories Stores	843	70,550	113	13,467	40	2,075	126	17,838
General Merchandise Stores	313	141,520	26	53,089	5	#	19	27,975
Food Services and Drinking Places	493	86,424	165	24,611	62	7,164	139	15,149
Other Retail Group	4,069	96,019	397	16,417	232	10,521 #	310	9,213
Total Retail and Food Services	6,457	725,309	931	235,584	434	48,913	786	143,056
All Other Outlets	2,019	192,344	408	25,151	186	11,150	338	39,239
Totals All Outlets	8,476	917,653	1,339	260,735	620	60,063	1,124	182,295
Type of business	TURLOCK		TUSTIN		UKIAH		UNION CITY	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	86	14,530	39	88,170	25	9,113	21	2,688
Home Furnishings and Appliance Stores	66	4,011	132	39,277	18	1,915	52	#
Bldg. Matrl. and Garden Equip. and Supplies	30	15,744	25	16,448	18	12,366	20	13,195
Food and Beverage Stores	54	12,354	70	20,571	21	7,007	48	8,345
Gasoline Stations	27	30,845	18	27,776	11	9,093	13	11,892
Clothing and Clothing Accessories Stores	79	10,153	136	30,177	27	3,957	49	1,111
General Merchandise Stores	17	65,182	33	84,490	6	22,611	19	#
Food Services and Drinking Places	168	24,202	216	40,954	82	9,612	123	19,614
Other Retail Group	424	19,234	638	41,805	257	10,948	300	50,493 #
Total Retail and Food Services	951	196,253	1,307	389,668	465	86,623	645	107,337
All Other Outlets	476	40,428	893	64,243	226	8,669	456	90,348
Totals All Outlets	1,427	236,682	2,200	453,911	691	95,292	1,101	197,685
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	119	23,611	60	40,455	88	37,693	130	57,556
Home Furnishings and Appliance Stores	89	7,088	67	18,153	68	12,643	163	16,010
Bldg. Matrl. and Garden Equip. and Supplies	54	24,422	32	18,866	26	17,216	83	32,087
Food and Beverage Stores	51	11,013	54	15,346	85	15,309	99	23,848
Gasoline Stations	21	23,828	32	30,430	39	31,773	42	42,971
Clothing and Clothing Accessories Stores	102	4,934	149	62,858	91	10,676	262	33,370
General Merchandise Stores	30	40,821	20	63,223	17	44,302	91	63,813
Food Services and Drinking Places	185	24,305	183	33,253	220	26,201	398	50,498
Other Retail Group	602	25,826	536	26,926	731	22,068	2,197	46,394
Total Retail and Food Services	1,253	185,848	1,133	309,510	1,365	217,880	3,465	366,547
All Other Outlets	711	35,548	477	40,536	513	27,454	1,611	76,449
Totals All Outlets	1,964	221,396	1,610	350,045	1,878	245,334	5,076	442,996

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

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, FOURTH 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	122	66,637	115	43,753	79	23,174	72	86,267
Home Furnishings and Appliance Stores	124	21,373	127	21,995	74	3,166	113	21,863
Bldg. Matrl. and Garden Equip. and Supplies	30	16,684	65	22,226	58	28,101	33	8,636
Food and Beverage Stores	67	17,562	60	18,793	66	15,137	41	21,503
Gasoline Stations	35	39,154	37	28,180	25	34,184	25	26,551
Clothing and Clothing Accessories Stores	230	21,973	200	30,237	82	8,832	169	70,623
General Merchandise Stores	79	76,696	33	105,508	26	60,733	15	44,848
Food Services and Drinking Places	233	32,534	287	45,068	214	24,196	222	47,181
Other Retail Group	1,138	27,976	738	41,348	725	21,542	806	33,470
Total Retail and Food Services	2,058	320,588	1,662	357,107	1,349	219,064	1,496	360,941
All Other Outlets	538	34,815	934	128,225	983	63,566	778	61,658
Totals All Outlets	2,596	355,403	2,596	485,332	2,332	282,630	2,274	422,599
Type of business	WATSONVILLE		WEST COVINA		WEST HOLLYWOOD		WEST SACRAMENTO	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	42	17,023	57	63,610	20	#	77	9,622
Home Furnishings and Appliance Stores	34	2,185	89	17,537	148	37,655	37	#
Bldg. Matrl. and Garden Equip. and Supplies	26	11,654	19	#	27	5,813	30	16,606
Food and Beverage Stores	56	10,427	70	11,778	58	30,702	43	14,628
Gasoline Stations	18	15,972	17	25,043	7	7,334	21	21,155
Clothing and Clothing Accessories Stores	71	5,096	176	34,974	220	19,143	36	#
General Merchandise Stores	15	18,106	51	55,613	22	#	9	28,269
Food Services and Drinking Places	128	14,193	226	34,679	227	68,172	108	10,698
Other Retail Group	348	9,915	517	28,199 #	556	57,372 #	237	34,470 #
Total Retail and Food Services	738	104,571	1,222	271,433	1,285	226,192	598	135,448
All Other Outlets	417	27,662	416	27,929	619	36,554	565	154,528
Totals All Outlets	1,155	132,233	1,638	299,362	1,904	262,745	1,163	289,975
Type of business	WESTMINSTER		WHITTIER		WINDSOR		WOODLAND	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	76	46,331	72	9,007	10	2,158	47	16,845
Home Furnishings and Appliance Stores	129	25,774	77	2,656	16	839	47	6,678
Bldg. Matrl. and Garden Equip. and Supplies	31	17,343	36	11,088	11	#	32	12,821
Food and Beverage Stores	130	14,674	65	14,441	17	4,890	39	11,330
Gasoline Stations	21	31,633	16	19,044	6	6,830	17	17,714
Clothing and Clothing Accessories Stores	268	25,204	130	11,342	16	197	55	6,259
General Merchandise Stores	48	76,271	64	31,282	2	#	16	42,779
Food Services and Drinking Places	288	27,499	223	28,553	55	6,815	126	12,737
Other Retail Group	610	22,594	1,020	19,211	182	31,455 #	321	13,973
Total Retail and Food Services	1,601	287,323	1,703	146,623	315	53,183	700	141,135
All Other Outlets	644	26,281	601	28,596	234	20,248	423	67,199
Totals All Outlets	2,245	313,603	2,304	175,220	549	73,432	1,123	208,334
Type of business	YORBA LINDA		YUBA CITY		YUCAIPA		YUCCA VALLEY	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	37	2,052	78	25,450	57	5,084	35	6,971
Home Furnishings and Appliance Stores	81	27,357	56	6,370	37	659	24	886
Bldg. Matrl. and Garden Equip. and Supplies	36	2,832	27	16,795	24	2,692	10	#
Food and Beverage Stores	23	7,803	61	12,733	24	6,966	15	6,873
Gasoline Stations	7	10,788	25	14,045	12	15,260	11	10,120
Clothing and Clothing Accessories Stores	76	1,973	90	14,354	37	#	22	627
General Merchandise Stores	17	32,174	22	64,473	10	1,967	6	#
Food Services and Drinking Places	90	15,159	144	20,627	77	8,576	42	6,425
Other Retail Group	486	15,003	406	21,601	373	8,231 #	355	27,723 #
Total Retail and Food Services	853	115,141	909	196,449	651	49,435	520	59,624
All Other Outlets	541	22,149	451	34,350	241	5,558	171	3,368
Totals All Outlets	1,394	137,290	1,360	230,799	892	54,994	691	62,992

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, FOURTH 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	127	9,222	234	25,803	GALT	1,400	25,416	1,579	32,875
ALBANY	331	45,189	488	53,305	GONZALES	78	4,559	119	11,356
ALTURAS	101	8,273	163	10,723	GRAND TERRACE	139	9,128	186	17,098
AMADOR	21	#	23	212 #	GREENFIELD	120	9,574	169	13,717
AMERICAN CANYON	195	38,622	317	42,681	GRIDLEY	125	18,019	175	22,600
ANDERSON	273	41,211	416	48,400	GROVER BEACH	212	16,913	372	21,203
ANGELS CAMP	121	12,319	172	13,755	GUADALUPE	47	2,978	69	4,322
ARCATA	530	35,941	748	46,332	GUSTINE	64	3,441	96	4,113
ARTESIA	389	35,339	529	40,390	HALF MOON BAY	414	36,407	595	45,969
ARVIN	102	7,092	132	12,942	HAWAIIAN GARDENS	175	12,370	253	14,589
ATHERTON	106	2,076	176	4,873	HERCULES	180	16,761	237	26,986
ATWATER	299	43,981	408	54,275	HIDDEN HILLS	34	147	42	265
AVALON	165	9,951	210	11,089	HIGHLAND	408	37,483	538	40,601
AVENAL	68	3,731	83	4,576	HILLSBOROUGH	129	471	203	1,439
BANNING	323	35,211	451	38,322	HOLTVILLE	45	3,482	66	8,191
BELL	408	28,181	588	37,536	HUGHSON	69	2,841	104	6,935
BELL GARDENS	394	46,243	609	51,376	HURON	49	2,670	66	3,175
BELMONT	349	44,049	602	60,455	IMPERIAL	90	22,661	163	35,485
BELVEDERE	33	151	74	1,258	IMPERIAL BEACH	249	16,737	332	17,834
BIG BEAR LAKE	381	37,876	498	41,417	INDIAN WELLS	134	7,376	199	19,726
BIGGS	7	348	13	356	IONE	74	1,648	101	2,988
BISHOP	262	33,669	393	40,792	IRWINDALE	246	25,023	612	79,942
BLUE LAKE	21	101	32	300	ISLETON	32	445	39	2,327
BLYTHE	163	31,499	262	34,901	JACKSON	191	13,254	269	15,202
BRADBURY	10	51	15	52	KERMAN	138	17,140	182	20,397
BRAWLEY	153	31,420	276	47,333	KING CITY	224	17,269	315	23,252
BRISBANE	96	17,318	238	95,114	KINGSBURG	146	15,392	224	20,695
BUELLTON	139	28,435	265	33,883	LA CANADA-FLINTRIDGE	352	44,554	534	50,511
CALIFORNIA CITY	98	6,167	126	6,412	LA HABRA HEIGHTS	51	211	78	728
CALIMESA	110	12,427	153	13,521	LA PALMA	170	52,059	265	68,196
CALIPATRIA	16	1,713	29	2,117	LAFAYETTE	567	46,431	891	55,735
CALISTOGA	166	11,525	257	16,002	LAGUNA WOODS	145	17,049	190	18,451
CANYON LAKE	171	2,072	221	2,544	LAKEPORT	196	24,407	293	27,360
CARMEL	419	37,239	559	40,802	LARKSPUR	288	38,847	466	44,833
CARPINTERIA	317	26,945	492	37,315	LATHROP	128	38,453	204	49,291
CHOWCHILLA	149	17,606	211	21,325	LEMOORE	190	25,848	273	36,375
CLAYTON	113	7,633	155	8,778	LINDSAY	145	12,295	195	14,930
CLEARLAKE	178	28,252	242	29,645	LIVE OAK	68	4,072	85	6,441
CLOVERDALE	151	10,671	227	12,213	LIVINGSTON	94	20,832	116	24,217
COALINGA	110	14,771	172	18,961	LOMA LINDA	206	58,208	306	77,032
COLFAX	102	8,976	138	11,795	LOMITA	400	30,651	554	34,313
COLMA	95	155,730	156	167,644	LOOMIS	177	9,236	289	16,110
COLUSA	112	26,812	174	34,904	LOS ALAMITOS	375	35,486	649	51,209
CORCORAN	103	9,859	165	17,873	LOS ALTOS HILLS	103	549	154	1,291
CORNING	130	64,997	184	67,492	LOYALTON	15	718	22	995
CORONADO	378	26,881	556	48,121	MAMMOTH LAKES	246	27,373	363	36,390
COTATI	205	28,376	311	31,967	MARICOPA	13	#	14	579 #
CRESCENT CITY	150	18,031	236	22,497	MARINA	230	48,959	346	52,393
CUDAHY	349	15,582	440	25,707	MARYSVILLE	243	28,167	345	36,702
DEL MAR	906	19,397	1,160	25,720	MAYWOOD	241	18,236	360	23,567
DEL REY OAKS	24	6,179	45	7,240	MC FARLAND	75	4,415	100	5,289
DESERT HOT SPRINGS	296	24,857	399	26,765	MENDOTA	91	6,637	117	11,204
DINUBA	228	132,433	333	145,118	MILL VALLEY	468	45,010	777	51,909
DORRIS	15	417	23	908	MILLBRAE	327	44,041	485	50,025
DOS PALOS	63	2,864	92	10,335	MONTAGUE	35	1,063	44	1,590
DUNSMUIR	51	1,420	70	1,558	MONTE SERENO	43	263	59	299
EAST PALO ALTO	121	64,666	159	66,667	MORAGA	233	20,035	329	21,673
ESCALON	112	10,067	163	12,849	MORRO BAY	385	25,947	512	28,348
ETNA	32	973	45	1,144	MOUNT SHASTA	202	13,537	291	18,015
EXETER	147	11,781	209	14,011	NEEDLES	65	7,201	106	7,973
FAIRFAX	207	8,581	306	9,759	NEVADA CITY	254	11,838	349	18,700
FARMERSVILLE	87	8,640	111	9,609	NEWMAN	83	5,540	115	8,821
FERNDALE	77	2,698	107	3,150	OAKLEY	280	23,889	400	32,299
FILLMORE	158	17,041	235	18,359	OJAI	376	18,080	556	24,417
FIREBAUGH	66	6,350	104	14,648	ORANGE COVE	54	2,850	69	3,567
FORT BRAGG	268	28,626	392	32,648	ORINDA	317	17,959	493	20,523
FORT JONES	32	1,910	47	2,142	ORLAND	160	15,704	225	17,206
FORTUNA	256	24,955	373	32,023	PACIFIC GROVE	465	24,817	643	28,990
FOSTER CITY	353	64,660	589	112,603	PACIFICA	486	35,939	733	39,582
FOWLER	82	11,823	128	23,640	PALOS VERDES ESTATES	193	2,786	276	4,575

TABLE 6. TAXABLE SALES IN ALL CITIES EXCEPT THE 272 LARGEST, FOURTH 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	596	33,882	835	36,854	SOLEDAD	134	11,295	177	12,448
PARLIER	86	5,491	107	6,380	SOLVANG	268	17,405	369	22,554
PATTERSON	168	23,292	231	28,882	SOUTH PASADENA	430	33,765	631	39,224
PIEDMONT	123	2,639	199	3,018	ST. HELENA	272	28,591	502	40,599
PISMO BEACH	329	43,563	413	46,182	SUISUN	221	19,833	303	20,825
PLYMOUTH	42	2,263	67	2,752	SUSANVILLE	166	28,619	268	31,093
POINT ARENA	37	1,691	45	1,835	SUTTER CREEK	117	4,021	155	4,580
PORT HUENEME	189	17,022	275	19,162	TAFT	161	21,537	237	36,102
PORTOLA	65	2,689	96	3,776	TEHACHAPI	295	36,287	389	38,645
PORTOLA VALLEY	79	2,072	137	3,367	TEHAMA	5	#	5	34 #
RANCHO PALOS VERDES	470	29,800	644	37,021	TEMPLE CITY	467	33,665	695	38,059
REEDLEY	234	25,277	378	32,152	TIBURON	171	7,140	296	9,743
RIO DELL	39	2,347	53	3,322	TRINIDAD	28	1,831	36	1,842
RIO VISTA	118	12,143	186	18,249	TULELAKE	11	443	17	3,363
RIPON	154	36,269	232	40,294	TWENTYNINE PALMS	214	22,160	301	24,688
ROLLING HILLS	26	#	37	67 #	VERNON	242	15,352	1,040	94,783
ROLLING HILLS ESTATES	325	28,542	448	31,408	VILLA PARK	72	2,585	126	2,922
ROSS	42	431	83	747	WALNUT	539	27,225	970	38,018
SAN ANSELMO	376	21,682	609	24,432	WASCO	157	20,462	215	24,185
SAN JACINTO	379	42,011	566	47,394	WATERFORD	75	5,449	98	8,163
SAN JOAQUIN	20	1,584	30	5,172	WEED	88	9,255	121	9,424
SAN JUAN BAUTISTA	145	2,384	170	2,633	WESTLAKE VILLAGE	351	60,415	645	73,044
SAN MARINO	206	7,715	322	9,412	WESTMORLAND	17	#	20	3,614 #
SAN PABLO	318	32,623	435	36,361	WHEATLAND	37	2,527	45	3,716
SAND CITY	64	50,152	132	55,725	WILDOMAR	313	24,290	426	26,149
SANGER	238	31,906	357	36,175	WILLIAMS	72	11,160	98	12,128
SANTA PAULA	282	31,786	494	42,003	WILLITS	190	25,306	286	30,211
SARATOGA	383	18,226	582	23,269	WILLOWS	110	20,847	164	24,253
SAUSALITO	460	24,831	769	32,413	WINTERS	96	6,772	137	7,503
SCOTTS VALLEY	321	33,782	513	43,195	WOODLAKE	68	3,201	92	7,219
SEBASTOPOL	394	27,810	564	32,000	WOODSIDE	110	8,582	186	10,399
SHASTA LAKE	114	5,263	188	9,807	YOUNTVILLE	70	16,166	131	18,864
SIERRA MADRE	236	4,673	326	5,662	YREKA	248	30,927	385	35,467
SIGNAL HILL	347	186,878	729	225,093					
SOLANA BEACH	541	50,511	843	61,843					

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 fourth quarter self-assessed taxable sales by the population estimates of the State Department of Finance for January 1. The populations used were 37,223,900 for 2010 and 37,510,766 for 2011.

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

Notes concerning permits:

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

Table 3 to Table 5 Conversion Chart

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