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

During 2010

Fiftieth Annual Report

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:

State Board of Equalization
 Research & Statistics Section
 450 N Street MIC: 67
 P. O. Box 942879
 Sacramento, CA 94279-0067

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TAXABLE SALES IN CALIFORNIA

2010

Taxable transactions in California totaled \$477.35 billion in 2010. This was an increase of \$20.9 billion, or 4.6 percent, from taxable sales in 2009.

Measured in constant dollars, 2010 taxable sales grew by 2.7 percent. The California Taxable Sales Deflator showed an inflation rate of 1.8 percent for the year.

2010 Taxable Sales by Quarter

Growth in Actual Dollars Compared to Growth in Constant Dollars

<i>Quarter</i>	<i>Taxable Transactions</i>		<i>Percent Change From Prior Year in</i>		
	<i>Amount (in thousands)</i>	<i>Percent of Total</i>	<i>Actual Dollars</i>	<i>Constant Value Dollars</i>	<i>California Taxable Sales Deflator</i>
January-March	\$108,558,411	22.7	1.3	-2.5	3.9
April-June	118,549,393	24.8	4.6	2.5	2.0
July-September	121,329,849	25.4	5.0	4.2	0.7
October-December	128,910,334	27.0	7.1	6.4	0.6
Annual	\$477,347,986	100.0	4.6	2.7	1.8

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

NAICS	Type of business	Number of permits on July 1, 2010	Taxable transactions			Per capita taxable transactions a/	
			Amount (in thousands)	Percent of total	Percent change from year to year	2010	2009
Retail and Food Services							
441	Motor Vehicle and Parts Dealers	32,727	47,355,568	9.92	6.4	1,268.96	1,199.88
44111	New Car Dealers	2,300	34,117,060	7.15	6.9	914.21	860.53
44112	Used Car Dealers	7,339	4,869,920	1.02	12.3	130.50	116.94
4412	Other Motor Vehicle Dealers	3,283	2,321,891	.49	-7.3	62.22	67.56
4413	Auto. Parts, Accessories and Tire Stores	19,805	6,046,696	1.27	5.3	162.03	154.85
442	Furniture and Home Furnishings Stores	18,252	8,742,984	1.83	3.1	234.28	228.74
4421	Furniture Stores	8,505	5,239,043	1.10	5.5	140.39	133.92
4422	Home Furnishings Stores	9,747	3,503,942	.73	-0.3	93.89	94.82
443	Electronics and Appliance Stores	21,984	13,749,019	2.88	2.7	368.42	360.99
44311	Appliance, T.V., and Other Electronics Stores	9,319	8,205,931	1.72	0.1	219.89	221.09
44312	Computer and Software Stores	11,627	5,209,186	1.09	7.4	139.59	130.85
44313	Camera and Photographic Supplies Stores	1,038	333,903	.07	-0.4	8.95	9.04
444	Bldg. Matrl. and Garden Equip. and Supplies	17,035	24,750,865	5.19	3.2	663.23	646.71
4441	Building Material and Supplies Dealers	11,608	22,481,569	4.71	3.3	602.42	586.93
4442	Lawn and Garden Equip. and Supplies Stores	5,427	2,269,297	.48	2.4	60.81	59.79
445	Food and Beverage Stores	29,900	22,787,407	4.77	1.1	610.62	608.09
44511	Supermarkets and Other Grocery Stores	12,185	17,013,610	3.56	-0.8	455.90	462.53
44512	Convenience Stores	4,873	2,134,994	.45	11.5	57.21	51.66
4452	Specialty Food Stores	6,801	614,702	.13	9.0	16.47	15.22
4453	Beer, Wine, and Liquor Stores	6,041	3,024,102	.63	3.7	81.03	78.68
446	Health and Personal Care Stores	21,188	9,525,910	2.00	3.0	255.26	249.34
44611	Pharmacies and Drug Stores	5,524	6,317,339	1.32	-0.2	169.28	170.64
44612-44619	Health and Personal Care Stores	15,664	3,208,571	.67	10.0	85.98	78.70
447	Gasoline Stations	10,096	45,226,491	9.47	15.7	1,211.91	1,053.96
448	Clothing and Clothing Accessories Stores	65,734	27,267,430	5.71	6.3	730.67	691.56
44811	Men's Clothing Stores	2,605	790,538	.17	1.3	21.18	21.05
44812	Women's Clothing Stores	10,516	4,270,079	.89	3.8	114.42	110.97
44813-44819	Family Clothing Stores, Accessories, and Other Stores	35,868	16,680,216	3.49	7.8	446.97	417.50
4482	Shoe Stores	5,184	2,802,247	.59	6.0	75.09	71.30
4483	Jewelry, Luggage, and Leather Goods Stores	11,561	2,724,350	.57	3.9	73.00	70.74
451	Sporting Goods, Hobby, Book, and Music Stores	27,724	10,365,480	2.17	0.7	277.76	277.64
45111	Sporting Goods Stores	8,969	4,086,712	.86	2.5	109.51	107.57
45112-45114	Hobby, Toy and Musical Instrument Stores	7,078	3,601,462	.75	2.8	96.51	94.47
4512	Book, Periodical, and Music Stores	11,677	2,677,306	.56	-4.5	71.74	75.60
452	General Merchandise Stores	15,684	46,323,804	9.70	3.1	1,241.31	1,211.57
453	Miscellaneous Store Retailers	118,369	16,569,690	3.47	1.1	444.01	441.92
4531	Florists	4,950	449,893	.09	-2.5	12.06	12.44
45321	Office Supplies and Stationery Stores	2,315	4,218,466	.88	2.1	113.04	111.41
45322	Gift, Novelty, and Souvenir Stores	17,356	1,455,259	.30	1.2	39.00	38.79
4533	Used Merchandise Stores	13,841	699,191	.15	4.3	18.74	18.08
4539	Other Miscellaneous Store Retailers	79,907	9,746,880	2.04	0.6	261.18	261.20
454	Nonstore Retailers	178,056	2,830,615	.59	-0.7	75.85	76.86
722	Food Services and Drinking Places	92,370	51,282,453	10.74	2.7	1,374.18	1,346.42
7221	Full-Service Restaurants	31,629	25,746,916	5.39	2.8	689.92	675.35
7222	Limited-Service Eating Places	49,502	22,449,304	4.70	2.5	601.56	590.82
7223	Special Food Services	8,414	2,010,803	.42	5.8	53.88	51.27
7224	Drinking Places (Alcoholic Beverages)	2,825	1,075,430	.23	0.1	28.82	28.98
Total Retail and Food Services		649,119	326,777,717	68.46	5.0	8,756.46	8,393.69
All Other Outlets							
11	Agriculture, Forestry, Fishing and Hunting	2,041	560,389	.12	-3.1	15.02	15.59
21	Mining, Quarrying, and Oil and Gas Extraction	384	731,728	.15	8.3	19.61	18.22
22	Utilities	605	653,696	.12	27.4	15.11	11.93
23	Construction	15,060	6,501,703	1.36	-1.3	174.22	177.73
31 - 33	Manufacturing	52,515	33,702,049	7.06	6.3	903.09	855.41
42	Wholesale Trade	88,457	53,489,121	11.21	5.6	1,433.31	1,366.03
48 - 49	Transportation and Warehousing	3,423	1,215,383	.25	1.6	32.57	32.28
51	Information	6,081	8,283,346	1.74	8.6	221.96	205.76
52	Finance and Insurance	3,074	2,188,444	.46	-10.7	58.64	66.08
53	Real Estate and Rental and Leasing	22,973	15,902,854	3.33	-2.2	426.14	438.66
54	Professional, Scientific, and Technical Services	35,936	4,583,028	.96	-3.1	122.81	127.56
55	Management of Companies and Enterprises	59	79,633	.02	-11.6	2.13	2.43
56	Adm. and Support and Waste Mgmt. and Remediation	14,479	2,033,742	.43	-0.1	54.50	54.89
61	Educational Services	6,721	1,174,871	.25	-1.3	31.48	32.11
62	Health Care and Social Assistance	6,426	1,143,105	.24	-3.2	30.63	31.84
71	Arts, Entertainment, and Recreation	5,326	2,320,773	.49	1.4	62.19	61.74
721	Accommodation	2,392	3,114,763	.65	3.4	83.46	81.22
81	Other Services (except Public Administration)	61,696	6,600,897	1.38	2.4	176.88	173.84
92	Public Administration	1,137	543,765	.11	-5.1	14.57	15.46
Others	Others	143	5,836,978	1.22	5.3	156.41	149.50
Total All Other Outlets		328,928	150,570,269	31.54	3.6	4,034.74	3,918.27
Total All Outlets		978,047	477,347,986	100.00	4.6	12,791.20	12,311.96
Historical Data							
Comparable data for total all outlets:							
	2005	1,057,829	536,904,428		7.4	14,919.99	
	2006	1,048,358	559,652,437		4.2	15,440.04	
	2007	1,032,920	561,050,149		0.2	15,349.15	
	2008	1,034,675	531,653,540		-5.2	14,425.07	
	2009	953,851	456,492,945		-14.1	12,311.96	

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

TABLE 2. TAXABLE SALES, BY COUNTY, 2010

(Taxable transactions in thousands of dollars)

County	Sales tax permits as of July 1, 2010			Taxable transactions				Percent change year to year
	Incorporated cities	Outside incorporated cities	Total	Incorporated cities	Outside incorporated cities	Unallocated b/	Total	
Alameda	38,416	1,932	40,348	\$18,298,832	\$612,035	\$2,630,874	\$21,541,741	5.4
Alpine	--	68	68	--	11,548	11,110	22,658	10.2
Amador	680	718	1,398	98,862	214,979	40,032	353,874	-2.5
Butte	4,352	1,609	5,961	1,941,873	246,232	271,614	2,459,719	4.7
Calaveras	181	1,344	1,525	53,770	173,204	43,579	270,553	4.0
Colusa	283	218	501	145,472	160,671	36,786	342,929	-36.6
Contra Costa	19,041	2,743	21,784	9,706,268	809,479	1,438,099	11,953,846	0.6
Del Norte	245	321	566	91,097	74,390	38,825	204,311	1.6
El Dorado	1,385	4,317	5,702	537,947	812,605	210,920	1,561,471	2.2
Fresno	16,250	3,100	19,350	8,014,202	1,068,636	1,071,428	10,154,265	1.9
Glenn	398	287	685	162,567	78,235	36,881	277,683	2.6
Humboldt	2,756	1,886	4,642	1,080,733	379,443	243,831	1,704,007	10.3
Imperial	3,023	409	3,432	1,485,499	205,675	279,157	1,970,332	11.1
Inyo	398	299	697	162,804	95,244	48,000	306,049	2.2
Kern	10,192	5,653	15,845	6,295,083	3,472,713	1,290,113	11,057,903	11.3
Kings	1,713	369	2,082	876,239	146,473	165,619	1,188,331	1.1
Lake	558	1,201	1,759	215,029	187,910	61,338	464,277	0.1
Lassen	274	314	588	116,761	53,756	48,973	219,489	-0.9
Los Angeles	256,768	14,525	271,293	101,038,332	4,093,112	11,810,890	116,942,334	3.7
Madera	1,230	1,656	2,886	546,315	492,905	162,688	1,201,908	9.1
Marin	8,487	1,755	10,242	3,129,663	322,686	381,820	3,834,169	4.8
Mariposa	--	647	647	--	147,592	16,258	163,850	2.3
Mendocino	1,538	2,167	3,705	615,982	364,264	95,562	1,075,810	1.8
Merced	2,754	917	3,671	1,446,866	427,205	259,999	2,134,070	4.1
Modoc	156	165	321	42,021	13,735	19,682	75,437	-3.3
Mono	360	221	581	151,731	38,388	32,009	222,128	10.3
Monterey	7,220	2,984	10,204	3,743,620	714,059	497,883	4,955,562	5.3
Napa	3,649	1,499	5,148	1,480,468	559,534	261,905	2,301,907	3.9
Nevada	1,874	2,064	3,938	700,864	159,192	151,764	1,011,819	2.9
Orange	90,403	1,644	92,047	42,407,792	644,210	4,615,178	47,667,179	4.3
Placer	7,934	3,505	11,439	4,461,229	1,019,677	536,636	6,017,542	3.8
Plumas	105	862	967	14,954	117,409	46,418	178,782	2.1
Riverside	39,158	6,530	45,688	18,466,578	2,496,195	2,190,006	23,152,780	4.2
Sacramento	21,362	11,427	32,789	9,548,557	5,224,265	2,131,705	16,904,528	2.1
San Benito	891	353	1,244	260,430	134,795	54,647	449,872	6.4
San Bernardino	41,886	5,676	47,562	20,955,061	1,500,169	2,232,631	24,687,862	4.4
San Diego	71,387	11,807	83,194	35,289,458	1,938,885	4,395,293	41,623,636	4.8
San Francisco	26,896	--	26,896	13,443,121	--	--	13,443,121	6.4
San Joaquin	10,078	2,555	12,633	5,677,023	1,083,086	841,981	7,602,090	4.7
San Luis Obispo	6,054	3,371	9,425	2,598,741	666,083	349,531	3,614,355	5.0
San Mateo	17,348	1,631	18,979	9,413,581	1,215,062	1,337,695	11,966,338	5.6
Santa Barbara	9,819	2,479	12,298	4,182,406	553,275	574,087	5,309,768	4.0
Santa Clara	42,238	1,345	43,583	26,135,810	351,631	4,035,881	30,523,322	11.3
Santa Cruz	4,483	3,739	8,222	1,788,408	686,894	256,530	2,731,832	3.5
Shasta	3,611	1,841	5,452	1,836,972	281,622	367,524	2,486,118	7.8
Sierra	22	97	119	3,569	6,537	8,356	18,463	13.9
Siskiyou	1,151	664	1,815	288,352	60,415	83,726	432,493	2.6
Solano	7,370	469	7,839	4,469,039	160,998	603,295	5,233,333	-1.6
Sonoma	11,273	6,030	17,303	4,850,597	1,055,077	580,276	6,485,950	3.5
Stanislaus	7,606	2,275	9,881	4,308,215	1,169,914	620,485	6,098,614	4.3
Sutter	1,480	462	1,942	879,769	223,178	106,079	1,209,026	2.4
Tehama	733	711	1,444	443,853	76,038	65,217	585,109	8.1
Trinity	--	560	560	--	62,568	20,003	82,571	16.1
Tulare	6,149	2,285	8,434	3,471,765	566,837	458,278	4,496,880	8.5
Tuolumne	592	1,345	1,937	208,034	260,933	60,866	529,833	1.1
Ventura	20,539	1,883	22,422	8,880,255	337,615	1,007,618	10,225,488	3.5
Yolo	3,628	407	4,035	2,365,078	237,558	340,864	2,943,500	2.7
Yuba	398	857	1,255	160,718	206,184	66,797	433,699	1.3
Statewide	--	--	7,074	--	--	241,463	241,463	-36.8
TOTAL	838,775	132,198	978,047	\$388,988,263	\$38,473,014	\$49,886,709	\$477,347,986	4.6
HISTORICAL DATA								
2005	903,643	145,889	1,057,829	\$437,367,731	\$43,487,871	\$56,048,826	\$536,904,428	7.4
2006	896,173	143,867	1,048,358	455,578,657	45,662,881	58,410,899	559,652,437	4.2
2007	882,380	142,371	1,032,920	456,878,930	45,551,736	58,619,483	561,050,149	0.2
2008	884,892	141,980	1,034,675	430,757,425	44,901,544	55,994,571	531,653,540	-5.2
2009	816,204	130,561	953,851	372,766,115	36,759,690	46,967,140	456,492,945	-14.1

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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, 2010

(Taxable transactions in thousands of dollars)

Type of business	ALAMEDA		BUTTE		CONTRA COSTA		EL DORADO	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
<i>Retail and Food Services</i>								
Motor Vehicle and Parts Dealers	1,204	2,183,709	237	218,513	697	1,234,844	187	145,849
New Car Dealers	100	1,679,643	19	139,091	63	967,353	13	101,647
Used Car Dealers	314	197,034	50	18,280	184	88,822	28	9,611
Other Motor Vehicle Dealers	120	91,960	32	14,452	68	28,690	23	2,657
Auto. Parts, Accessories and Tire Stores	670	215,072	136	46,690	382	149,979	123	31,933
Furniture and Home Furnishings Stores	676	412,979	99	32,962	447	227,432	93	14,476
Furniture Stores	295	272,359	37	15,885	188	104,679	32	4,392
Home Furnishings Stores	381	140,620	62	17,077	259	122,753	61	10,083
Electronics and Appliance Stores	959	575,374	132	64,368	487	356,124	113	13,415
Appliance, T.V., and Other Electronics Stores	313	353,915	56	47,384	170	263,025	34	4,836
Computer and Software Stores	614	215,784	72	16,774	299	89,331	74	8,422
Camera and Photographic Supplies Stores	32	5,674	4	210	18	3,769	5	157
Bldg. Matrl. and Garden Equip. and Supplies	618	1,091,857	190	197,592	391	718,405	148	113,894
Building Material and Supplies Dealers	486	1,017,464	125	166,199	272	634,928	96	93,777
Lawn and Garden Equip. and Supplies Stores	132	74,393	65	31,393	119	83,477	52	20,117
Food and Beverage Stores	1,345	884,033	155	150,861	620	673,326	142	136,974
Supermarkets and Other Grocery Stores	593	628,388	74	127,035	274	512,745	52	118,825
Convenience Stores	218	64,989	24	8,167	119	56,760	21	7,229
Specialty Food Stores	261	24,189	33	1,433	118	15,913	28	2,134
Beer, Wine, and Liquor Stores	273	166,468	24	14,227	109	87,908	41	8,785
Health and Personal Care Stores	654	419,672	112	48,006	423	264,011	83	38,777
Pharmacies and Drug Stores	153	291,523	44	38,337	102	199,739	18	32,909
Health and Personal Care Stores	501	128,149	68	9,669	321	64,273	65	5,868
Gasoline Stations	420	1,716,376	83	244,011	323	1,312,703	53	217,297
Clothing and Clothing Accessories Stores	2,214	926,611	257	87,932	1,269	663,243	265	44,456
Men's Clothing Stores	86	26,005	5	3,503	57	21,813	6	#
Women's Clothing Stores	331	135,245	44	17,816	207	98,131	28	7,213
Family Clothing Stores, Accessories, and Other Stores	1,130	601,098	137	47,593	626	419,078	158	33,153 #
Shoe Stores	152	103,688	20	12,008	89	63,469	5	971
Jewelry, Luggage, and Leather Goods Stores	515	60,573	51	7,011	290	60,751	68	3,120
Sporting Goods, Hobby, Book, and Music Stores	1,116	489,954	198	72,040	628	304,491	183	28,939
Sporting Goods Stores	245	172,168	90	24,752	203	115,737	86	22,364
Hobby, Toy and Musical Instrument Stores	298	160,174	41	20,896	159	121,281	26	2,879
Book, Periodical, and Music Stores	573	157,612	67	26,391	266	67,473	71	3,697
General Merchandise Stores	507	1,710,291	49	328,934	232	1,406,756	44	109,986
Miscellaneous Store Retailers	5,229	900,038	750	87,498	3,037	382,048	835	55,344
Florists	223	16,665	16	1,258	126	7,770	24	1,227
Office Supplies and Stationery Stores	76	358,378	6	11,200	50	60,809	9	8,930
Gift, Novelty, and Souvenir Stores	514	48,887	128	6,160	288	26,548	196	9,770
Used Merchandise Stores	399	28,049	127	6,878	187	16,919	64	5,321
Other Miscellaneous Store Retailers	4,017	448,060	473	62,002	2,386	270,001	542	30,096
Nonstore Retailers	6,976	68,868	1,277	13,176	3,777	46,613	1,300	21,361
Food Services and Drinking Places	4,323	1,994,522	539	227,214	2,092	1,126,398	482	178,716
Full-Service Restaurants	1,378	927,402	199	107,537	708	547,705	198	97,412
Limited-Service Eating Places	2,305	891,003	267	105,329	1,124	508,255	247	74,337
Special Food Services	459	107,348	46	4,572	169	26,511	24	3,764
Drinking Places (Alcoholic Beverages)	181	68,768	27	9,777	91	43,926	13	3,203
Total Retail and Food Services	26,241	13,374,283	4,078	1,773,107	14,423	8,716,393	3,928	1,119,482
All Other Outlets	14,107	8,167,458	1,883	686,612	7,361	3,237,454	1,774	441,989
Total All Outlets	40,348	21,541,741	5,961	2,459,719	21,784	11,953,846	5,702	1,561,471
Historical Data								
Comparable data for total all outlets:								
2005	42,792	24,242,981	6,357	2,730,636	23,692	13,480,075	6,421	1,851,231
2006	41,951	25,223,384	6,305	2,825,547	23,249	13,867,661	6,216	1,898,805
2007	42,014	25,831,140	6,231	2,778,076	23,181	14,086,295	6,122	1,896,995
2008	41,783	23,862,957	6,300	2,678,170	23,149	13,307,681	6,132	1,787,804
2009	38,663	20,430,195	5,840	2,348,900	21,395	11,883,049	5,592	1,527,935

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

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

(Taxable transactions in thousands of dollars)

Type of business	FRESNO		HUMBOLDT		IMPERIAL		KERN	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
<i>Retail and Food Services</i>								
Motor Vehicle and Parts Dealers	1,017	1,142,537	125	162,260	155	180,302	745	939,082
New Car Dealers	68	682,796	11	86,062	8	113,014	52	645,597
Used Car Dealers	276	212,995	28	23,818	27	17,924 #	136	72,940
Other Motor Vehicle Dealers	67	62,904	13	7,739	15	#	65	52,582
Auto. Parts, Accessories and Tire Stores	606	183,841	73	44,642	105	49,365	492	167,963
Furniture and Home Furnishings Stores	373	171,523	53	22,249	47	8,678	258	327,627
Furniture Stores	203	112,696	18	10,030	20	1,913	135	#
Home Furnishings Stores	170	58,827	35	12,219	27	6,766	123	327,627 #
Electronics and Appliance Stores	443	183,908	77	22,076	50	35,855	268	145,608
Appliance, T.V., and Other Electronics Stores	209	121,452	26	11,684 #	22	#	152	94,876 #
Computer and Software Stores	218	56,646	48	10,392	28	35,855 #	108	50,732
Camera and Photographic Supplies Stores	16	5,810	3	#	--	#	8	#
Bldg. Matrl. and Garden Equip. and Supplies	408	569,721	166	172,219	100	86,092	347	501,988
Building Material and Supplies Dealers	242	435,402	95	125,164	64	62,635	229	414,998
Lawn and Garden Equip. and Supplies Stores	166	134,319	71	47,055	36	23,458	118	86,990
Food and Beverage Stores	787	585,024	124	116,257	104	66,563	654	501,019
Supermarkets and Other Grocery Stores	396	445,049	70	100,407	56	49,408	376	414,865
Convenience Stores	124	43,258	17	6,128 #	17	14,332 #	104	48,623
Specialty Food Stores	112	7,913	22	#	21	#	95	3,847
Beer, Wine, and Liquor Stores	155	88,804	15	9,722	10	2,823	79	33,685
Health and Personal Care Stores	384	187,743	77	38,848	50	16,858	326	151,231
Pharmacies and Drug Stores	143	138,368	41	33,233	21	10,778	116	114,771
Health and Personal Care Stores	241	49,376	36	5,615	29	6,080	210	36,460
Gasoline Stations	325	1,009,651	65	150,445	69	206,247	367	1,352,912
Clothing and Clothing Accessories Stores	1,393	412,759	197	47,314	344	140,499	750	281,589
Men's Clothing Stores	49	11,412	5	2,256	14	1,776	32	6,540
Women's Clothing Stores	178	64,855	33	6,414	87	21,709	103	46,890
Family Clothing Stores, Accessories, and Other Stores	907	258,493	117	25,592	159	95,009	420	161,099
Shoe Stores	83	45,593	10	5,699	58	16,015	74	38,471
Jewelry, Luggage, and Leather Goods Stores	176	32,405	32	7,354	26	5,991	121	28,589
Sporting Goods, Hobby, Book, and Music Stores	545	218,468	135	45,146	74	22,967	406	135,734
Sporting Goods Stores	188	73,912	49	21,175	30	3,946	153	53,451
Hobby, Toy and Musical Instrument Stores	134	78,958	31	11,705	31	14,650	121	55,204
Book, Periodical, and Music Stores	223	65,598	55	12,266	13	4,371	132	27,079
General Merchandise Stores	289	1,209,618	41	187,374	74	371,291	246	987,846
Miscellaneous Store Retailers	2,139	320,283	580	61,864	512	30,912	1,830	232,669
Florists	69	8,745	20	940	17	835	79	6,629
Office Supplies and Stationery Stores	43	86,288	5	#	5	8,457	33	55,305
Gift, Novelty, and Souvenir Stores	455	25,412	86	6,833	34	3,581	267	16,170
Used Merchandise Stores	444	16,624	56	8,741	260	1,986	226	9,601
Other Miscellaneous Store Retailers	1,128	183,215	413	45,350 #	196	16,053	1,225	144,963
Nonstore Retailers	2,561	45,397	1,278	13,598	465	5,870	3,050	39,487
Food Services and Drinking Places	1,989	917,336	384	138,090	327	145,624	1,620	782,986
Full-Service Restaurants	661	388,979	167	75,396	78	41,590	563	304,109
Limited-Service Eating Places	1,092	494,137	167	56,125	199	100,898	851	453,151
Special Food Services	184	22,239	28	1,123	35	1,336	149	15,063
Drinking Places (Alcoholic Beverages)	52	11,982	22	5,446	15	1,800	57	10,663
Total Retail and Food Services	12,653	6,973,970	3,302	1,177,739	2,371	1,317,759	10,867	6,379,778
All Other Outlets	6,697	3,180,296	1,340	526,268	1,061	652,573	4,978	4,678,132
Total All Outlets	19,350	10,154,265	4,642	1,704,007	3,432	1,970,332	15,845	11,057,910
Historical Data								
Comparable data for total all outlets:								
2005	20,201	11,888,436	4,802	1,611,351	4,343	2,000,619	16,341	10,651,857
2006	20,266	12,560,649	4,735	1,704,688	4,421	2,148,730	16,402	11,975,693
2007	20,415	12,308,257	4,712	1,727,732	4,079	2,253,133	16,679	11,874,302
2008	20,273	11,729,171	4,731	1,692,797	4,118	2,179,276	16,917	12,085,853
2009	19,004	9,966,448	4,532	1,544,584	3,432	1,773,930	15,331	9,932,101

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

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

(Taxable transactions in thousands of dollars)

Type of business	KINGS		LOS ANGELES		MARIN		MENDOCINO	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
<i>Retail and Food Services</i>								
Motor Vehicle and Parts Dealers	101	112,865	8,576	11,285,457	171	485,061	96	111,177
New Car Dealers	8	77,016	537	8,480,317	25	407,046	5	67,289
Used Car Dealers	18	7,179	1,801	1,143,377	40	33,127	16	6,182
Other Motor Vehicle Dealers	9	933	517	371,742	30	11,116	14	11,629
Auto. Parts, Accessories and Tire Stores	66	27,737	5,721	1,290,021	76	33,771	61	26,077
Furniture and Home Furnishings Stores	29	11,183	5,183	2,158,334	215	109,379	40	11,525
Furniture Stores	23	8,974	2,647	1,317,544	98	47,175	16	5,503
Home Furnishings Stores	6	2,209	2,536	840,790	117	62,204	24	6,022
Electronics and Appliance Stores	38	7,446	6,248	3,454,412	152	123,308	33	11,089
Appliance, T.V., and Other Electronics Stores	20	5,287 #	3,095	2,177,896	51	88,336	18	7,339 #
Computer and Software Stores	17	2,160	2,837	1,123,328	95	32,511	11	3,750
Camera and Photographic Supplies Stores	1	#	316	153,187	6	2,462	4	#
Bldg. Matrl. and Garden Equip. and Supplies	59	81,301	3,568	6,129,586	138	237,664	137	123,161
Building Material and Supplies Dealers	33	58,968	2,707	5,866,037	89	218,209	71	89,115
Lawn and Garden Equip. and Supplies Stores	26	22,333	861	263,549	49	19,455	66	34,046
Food and Beverage Stores	103	74,792	8,579	5,405,254	210	259,294	130	96,367
Supermarkets and Other Grocery Stores	54	55,075	3,270	4,047,929	85	194,607	57	87,019
Convenience Stores	18	12,447	1,514	440,088	26	23,377	12	4,395
Specialty Food Stores	15	382	2,097	188,370	48	5,313	35	1,452
Beer, Wine, and Liquor Stores	16	6,888	1,698	728,867	51	35,997	26	3,501
Health and Personal Care Stores	40	20,331	7,345	2,773,004	154	114,342	36	25,075
Pharmacies and Drug Stores	12	15,947	1,871	1,666,657	34	86,354	19	22,848
Health and Personal Care Stores	28	4,383	5,474	1,106,347	120	27,987	17	2,227
Gasoline Stations	43	141,009	2,207	11,012,642	67	301,124	56	155,951
Clothing and Clothing Accessories Stores	147	49,450	23,307	7,607,711	549	263,834	125	26,527
Men's Clothing Stores	3	#	990	225,274	19	7,417	7	843
Women's Clothing Stores	16	8,062	4,108	1,300,174	97	45,616	27	5,642
Family Clothing Stores, Accessories, and Other Stores	91	29,631 #	12,546	4,655,757	264	186,462	64	15,699
Shoe Stores	13	6,229	1,943	787,571	25	9,667	7	2,094
Jewelry, Luggage, and Leather Goods Stores	24	5,528	3,720	638,935	144	14,671	20	2,249
Sporting Goods, Hobby, Book, and Music Stores	50	12,743	7,292	2,448,246	353	131,892	118	20,839
Sporting Goods Stores	18	#	1,869	811,986	99	66,157	37	9,491
Hobby, Toy and Musical Instrument Stores	12	10,137 #	2,095	942,685	73	38,601	33	6,258
Book, Periodical, and Music Stores	20	2,606	3,328	693,575	181	27,133	48	5,090
General Merchandise Stores	30	153,502	6,878	10,369,383	61	265,063	26	81,229
Miscellaneous Store Retailers	238	29,654	33,591	4,449,560	1,280	175,970	481	48,593
Florists	5	832	1,404	116,352	51	4,620	14	359
Office Supplies and Stationery Stores	6	#	737	1,131,157	18	28,298	8	#
Gift, Novelty, and Souvenir Stores	43	1,693	4,662	371,164	199	14,006	88	7,520
Used Merchandise Stores	56	1,365	3,707	152,203	127	10,245	40	1,615
Other Miscellaneous Store Retailers	128	25,764 #	23,081	2,678,685	885	118,801	331	39,099 #
Nonstore Retailers	264	7,702	44,018	790,565	2,114	25,596	974	16,665
Food Services and Drinking Places	266	115,283	25,699	14,291,264	724	422,951	287	95,809
Full-Service Restaurants	70	29,427	7,913	6,957,722	331	286,876	147	48,931
Limited-Service Eating Places	162	80,379	14,947	6,451,903	286	112,935	100	40,352
Special Food Services	25	3,576	2,244	647,118	90	15,069	23	502
Drinking Places (Alcoholic Beverages)	9	1,902	595	234,521	17	8,071	17	6,023
Total Retail and Food Services	1,408	817,260	182,491	82,175,416	6,188	2,915,477	2,539	824,006
All Other Outlets	674	371,071	88,802	34,766,918	4,054	918,692	1,166	251,804
Total All Outlets	2,082	1,188,331	271,293	116,942,334	10,242	3,834,169	3,705	1,075,810
Historical Data								
Comparable data for total all outlets:								
2005	2,143	1,219,619	298,083	130,722,373	11,138	4,171,444	3,754	1,186,691
2006	2,153	1,303,907	295,701	136,162,552	11,025	4,285,264	3,699	1,247,548
2007	2,178	1,328,747	290,344	137,820,418	10,851	4,397,181	3,749	1,286,361
2008	2,144	1,389,409	289,802	131,881,744	10,761	4,158,899	3,742	1,250,959
2009	1,998	1,174,981	264,928	112,744,727	10,226	3,660,036	3,637	1,056,955

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

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

(Taxable transactions in thousands of dollars)

Type of business	MERCED		MONTEREY		NAPA		NEVADA	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
<i>Retail and Food Services</i>								
Motor Vehicle and Parts Dealers	208	178,180	330	527,742	82	128,862	112	56,891
New Car Dealers	30	96,909	37	355,941	12	93,584	1	#
Used Car Dealers	45	33,925	75	78,025	9	3,975	13	8,429 #
Other Motor Vehicle Dealers	17	5,588	29	14,226	15	6,626	21	21,072
Auto. Parts, Accessories and Tire Stores	116	41,758	189	79,549	46	24,677	77	27,390
Furniture and Home Furnishings Stores	54	15,016	204	75,014	64	16,696	66	26,774
Furniture Stores	31	9,473	75	35,252	35	6,207	22	11,844
Home Furnishings Stores	23	5,542	129	39,762	29	10,489	44	14,930
Electronics and Appliance Stores	73	32,233	157	85,167	72	21,908	69	12,790
Appliance, T.V., and Other Electronics Stores	43	23,405 #	75	58,210	24	10,914 #	23	6,293 #
Computer and Software Stores	28	8,828	69	23,038	45	10,993	43	6,497
Camera and Photographic Supplies Stores	2	#	13	3,920	3	#	3	#
Bldg. Matrl. and Garden Equip. and Supplies	90	113,780	182	263,565	85	145,045	127	120,384
Building Material and Supplies Dealers	51	103,300	119	201,659	54	135,461	83	101,064
Lawn and Garden Equip. and Supplies Stores	39	10,480	63	61,906	31	9,584	44	19,319
Food and Beverage Stores	169	126,318	385	279,662	329	159,916	91	87,982
Supermarkets and Other Grocery Stores	89	85,189	182	194,343	60	97,479	41	80,022
Convenience Stores	29	27,105	63	45,254	17	9,954	13	5,546
Specialty Food Stores	28	1,516	82	11,755	26	1,716	23	393
Beer, Wine, and Liquor Stores	23	12,507	58	28,310	226	50,768	14	2,022
Health and Personal Care Stores	84	30,977	119	92,645	47	26,090	68	30,677
Pharmacies and Drug Stores	24	25,725	41	77,584	11	18,591	11	25,911
Health and Personal Care Stores	60	5,252	78	15,061	36	7,499	57	4,765
Gasoline Stations	91	416,110	137	502,925	34	195,219	33	111,834
Clothing and Clothing Accessories Stores	217	54,975	608	246,551	183	90,997	181	21,898
Men's Clothing Stores	6	#	29	9,720	6	2,658	7	#
Women's Clothing Stores	22	8,880	97	38,503	32	14,228	32	5,965
Family Clothing Stores, Accessories, and Other Stores	135	33,824 #	297	131,209	89	48,750	98	11,167 #
Shoe Stores	17	7,160	51	32,137	21	13,005	4	1,919
Jewelry, Luggage, and Leather Goods Stores	37	5,111	134	34,983	35	12,356	40	2,847
Sporting Goods, Hobby, Book, and Music Stores	91	31,593	247	90,366	108	32,840	152	28,551
Sporting Goods Stores	30	8,745	92	35,084	38	12,300	55	19,398
Hobby, Toy and Musical Instrument Stores	25	10,835	57	35,865	31	13,330	32	1,906
Book, Periodical, and Music Stores	36	12,013	98	19,416	39	7,211	65	7,246
General Merchandise Stores	55	290,327	97	490,739	29	184,203	34	43,104
Miscellaneous Store Retailers	399	48,327	1,104	187,836	469	81,380	575	44,905
Florists	19	1,146	57	5,978	24	3,758	12	964
Office Supplies and Stationery Stores	7	7,223	18	23,337	3	#	8	#
Gift, Novelty, and Souvenir Stores	83	2,138	249	33,174	73	4,107	120	4,584
Used Merchandise Stores	50	1,801	141	9,539	38	2,305	62	2,389
Other Miscellaneous Store Retailers	240	36,019	639	115,808	331	71,210 #	373	36,968 #
Nonstore Retailers	502	11,070	2,297	27,149	915	14,005	885	14,906
Food Services and Drinking Places	435	184,599	1,054	554,010	335	285,874	261	101,776
Full-Service Restaurants	143	66,288	441	317,325	143	200,505	109	54,421
Limited-Service Eating Places	228	114,552	479	207,645	128	65,706	125	43,764
Special Food Services	51	1,377	113	25,117	54	13,615	21	1,499
Drinking Places (Alcoholic Beverages)	13	2,382	21	3,923	10	6,049	6	2,092
Total Retail and Food Services	2,468	1,533,505	6,921	3,423,370	2,752	1,383,036	2,654	702,470
All Other Outlets	1,203	600,566	3,283	1,532,192	2,396	918,872	1,284	309,350
Total All Outlets	3,671	2,134,070	10,204	4,955,562	5,148	2,301,907	3,938	1,011,819
Historical Data								
Comparable data for total all outlets:								
2005	4,059	2,549,518	11,283	5,454,500	4,791	2,320,046	4,359	1,273,632
2006	3,960	2,616,231	11,155	5,658,166	4,844	2,438,907	4,291	1,354,634
2007	3,946	2,517,482	11,161	5,680,652	4,948	2,572,656	4,228	1,320,841
2008	3,996	2,387,557	11,168	5,399,594	5,023	2,548,990	4,176	1,187,429
2009	3,617	2,050,459	10,125	4,705,845	4,992	2,216,283	3,871	983,220

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

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

(Taxable transactions in thousands of dollars)

Type of business	ORANGE		PLACER		RIVERSIDE		SACRAMENTO	
	Permits	Taxable transactions						
Retail and Food Services								
Motor Vehicle and Parts Dealers	2,950	5,244,266	407	1,114,195	1,872	2,620,568	1,438	1,618,580
New Car Dealers	225	3,931,675	37	739,277	116	1,819,662	65	1,074,217
Used Car Dealers	704	694,809	117	245,615	345	222,262	404	174,783
Other Motor Vehicle Dealers	335	193,337	60	50,988	257	195,108	113	100,705
Auto. Parts, Accessories and Tire Stores	1,686	424,444	193	78,315	1,154	383,536	856	268,875
Furniture and Home Furnishings Stores	2,022	869,868	237	185,262	952	412,325	641	248,592
Furniture Stores	943	515,585	110	126,624	431	251,118	279	137,556
Home Furnishings Stores	1,079	354,283	127	58,639	521	161,207	362	111,036
Electronics and Appliance Stores	2,854	2,058,383	269	225,120	903	470,784	785	598,142
Appliance, T.V., and Other Electronics Stores	1,004	834,925	99	152,864 #	422	384,082	324	309,575
Computer and Software Stores	1,666	1,180,845	153	72,257	452	83,522	432	283,287
Camera and Photographic Supplies Stores	184	42,613	17	#	29	3,180	29	5,281
Bldg. Matrl. and Garden Equip. and Supplies	1,380	2,112,467	273	313,638	911	1,232,145	544	911,945
Building Material and Supplies Dealers	1,042	1,960,091	187	283,113	574	1,121,998	386	844,724
Lawn and Garden Equip. and Supplies Stores	338	152,376	86	30,525	337	110,147	158	67,221
Food and Beverage Stores	2,332	1,911,192	256	279,393	1,197	1,267,758	1,006	854,810
Supermarkets and Other Grocery Stores	857	1,400,560	76	215,174	475	949,134	397	653,118
Convenience Stores	313	158,586	43	21,923	213	176,905	205	88,308
Specialty Food Stores	694	92,216	89	7,785	303	26,468	240	11,299
Beer, Wine, and Liquor Stores	468	259,829	48	34,511	206	115,251	164	102,083
Health and Personal Care Stores	2,466	824,719	288	96,707	949	400,207	757	346,264
Pharmacies and Drug Stores	501	506,728	38	53,230	271	292,463	153	218,791
Health and Personal Care Stores	1,965	317,992	250	43,478	678	107,744	604	127,473
Gasoline Stations	697	3,801,651	113	626,633	482	2,685,840	365	1,537,994
Clothing and Clothing Accessories Stores	6,441	2,923,680	702	345,110	3,060	1,391,174	2,124	786,230
Men's Clothing Stores	238	83,196	17	7,181	158	49,659	66	30,333
Women's Clothing Stores	956	490,274	84	54,769	441	214,344	240	103,121
Family Clothing Stores, Accessories, and Other Stores	3,633	1,835,321	437	221,382	1,765	803,850	1,294	490,268
Shoe Stores	449	213,790	42	27,043	280	157,770	127	95,111
Jewelry, Luggage, and Leather Goods Stores	1,165	301,098	122	34,736	416	165,551	397	67,396
Sporting Goods, Hobby, Book, and Music Stores	2,839	1,075,996	430	183,817	1,145	428,121	1,067	441,373
Sporting Goods Stores	1,061	477,155	172	98,392	467	185,638	337	169,584
Hobby, Toy and Musical Instrument Stores	663	350,711	95	56,236	308	163,102	252	142,371
Book, Periodical, and Music Stores	1,115	248,130	163	29,190	370	79,381	478	129,418
General Merchandise Stores	1,504	4,527,201	135	560,462	681	2,947,905	402	1,959,729
Miscellaneous Store Retailers	10,917	1,611,739	1,693	174,707	5,547	652,273	4,483	543,302
Florists	477	39,674	50	2,379	161	10,790	180	11,936
Office Supplies and Stationery Stores	302	375,095	28	31,230	127	137,789	82	133,859
Gift, Novelty, and Souvenir Stores	1,746	132,145	319	15,635	759	61,726	819	45,181
Used Merchandise Stores	1,054	59,398	246	7,495	626	23,100	558	36,251
Other Miscellaneous Store Retailers	7,338	1,005,427	1,050	117,968	3,874	418,867	2,844	316,075
Nonstore Retailers	13,754	481,563	2,350	24,721	10,793	92,916	6,230	103,390
Food Services and Drinking Places	7,920	5,109,383	957	549,020	4,042	2,317,486	3,316	1,665,337
Full-Service Restaurants	2,479	2,672,317	358	307,898	1,259	996,222	1,088	779,127
Limited-Service Eating Places	4,531	2,123,644	523	228,251	2,375	1,239,095	1,807	808,234
Special Food Services	717	213,351	61	5,588	313	46,769	338	47,095
Drinking Places (Alcoholic Beverages)	193	100,070	15	7,282	95	35,399	83	30,881
Total Retail and Food Services	58,076	32,552,107	8,110	4,678,785	32,534	16,919,500	23,158	11,615,687
All Other Outlets	33,971	15,115,073	3,329	1,338,757	13,154	6,233,280	9,631	5,288,841
Total All Outlets	92,047	47,667,179	11,439	6,017,542	45,688	23,152,780	32,789	16,904,528
Historical Data								
Comparable data for total all outlets:								
2005	102,858	55,063,246	11,488	7,232,568	44,222	28,256,491	36,079	21,266,500
2006	102,539	57,202,747	11,623	7,531,225	43,672	29,816,237	35,406	21,140,386
2007	99,088	57,293,471	11,676	7,431,405	45,279	29,023,609	35,023	20,560,510
2008	97,612	53,606,829	12,104	6,634,810	46,272	26,003,595	35,547	19,331,847
2009	90,231	45,712,784	11,135	5,796,644	42,765	22,227,877	31,644	16,563,853

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

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

(Taxable transactions in thousands of dollars)

Type of business	SAN BERNARDINO		SAN DIEGO		SAN FRANCISCO		SAN JOAQUIN	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	2,272	2,624,920	2,819	4,486,375	252	413,479	668	768,694
New Car Dealers	86	1,592,350	229	3,249,080	19	329,842	38	462,186
Used Car Dealers	454	362,466	792	472,192	52	13,401	144	68,107
Other Motor Vehicle Dealers	227	221,880	361	261,065	28	22,171	70	87,086
Auto. Parts, Accessories and Tire Stores	1,505	448,224	1,437	504,039	153	48,065	416	151,315
Furniture and Home Furnishings Stores	898	471,879	1,502	835,433	554	325,165	215	98,872
Furniture Stores	445	253,123	597	520,425	263	173,962	103	40,111
Home Furnishings Stores	453	218,756	905	315,008	291	151,203	112	58,761
Electronics and Appliance Stores	897	440,027	1,969	1,266,563	488	354,281	252	126,593
Appliance, T.V., and Other Electronics Stores	451	328,728	768	811,445	178	165,321	125	89,956
Computer and Software Stores	414	110,303	1,099	431,434	259	162,155	115	35,584
Camera and Photographic Supplies Stores	32	997	102	23,685	51	26,805	12	1,053
Bldg. Matrl. and Garden Equip. and Supplies	826	1,142,663	1,417	1,945,310	321	348,729	285	412,968
Building Material and Supplies Dealers	583	1,096,521	912	1,812,654	242	330,800	186	370,701
Lawn and Garden Equip. and Supplies Stores	243	46,142	505	132,657	79	17,929	99	42,267
Food and Beverage Stores	1,301	1,113,419	2,118	1,943,969	1,156	617,920	606	384,275
Supermarkets and Other Grocery Stores	480	805,672	758	1,372,589	647	460,784	252	301,676
Convenience Stores	261	171,413	385	233,121	130	27,073	99	33,210
Specialty Food Stores	294	21,938	534	51,408	240	23,429	150	9,840
Beer, Wine, and Liquor Stores	266	114,395	441	286,850	139	106,635	105	39,548
Health and Personal Care Stores	932	420,254	1,663	789,760	552	368,023	279	111,040
Pharmacies and Drug Stores	247	229,835	485	524,043	132	#	76	85,508
Health and Personal Care Stores	685	190,419	1,178	265,717	420	368,023 #	203	25,532
Gasoline Stations	597	3,059,166	787	3,663,149	126	507,626	220	1,020,392
Clothing and Clothing Accessories Stores	3,207	1,270,559	5,607	2,769,897	2,331	1,499,912	726	252,595
Men's Clothing Stores	145	36,091	199	66,053	94	33,995	23	6,945
Women's Clothing Stores	442	179,006	829	380,913	437	265,088	79	33,873
Family Clothing Stores, Accessories, and Other Stores	1,899	726,577	3,114	1,768,433	1,054	875,311	449	160,452
Shoe Stores	363	175,695	414	261,005	126	126,670	56	33,823
Jewelry, Luggage, and Leather Goods Stores	358	153,190	1,051	293,493	620	198,848	119	17,502
Sporting Goods, Hobby, Book, and Music Stores	1,118	503,207	2,757	995,179	847	362,358	321	142,979
Sporting Goods Stores	410	195,031	978	412,220	137	125,342	133	74,079
Hobby, Toy and Musical Instrument Stores	350	194,580	639	346,797	154	66,490	95	45,366
Book, Periodical, and Music Stores	358	113,596	1,140	236,162	556	170,527	93	23,534
General Merchandise Stores	1,021	2,704,521	926	4,381,526	273	700,755	156	904,339
Miscellaneous Store Retailers	5,540	1,223,314	10,379	1,384,312	3,789	620,952	1,448	328,240
Florists	139	10,865	609	61,960	235	28,023	43	4,067
Office Supplies and Stationery Stores	108	631,232	198	248,226	51	82,739	28	#
Gift, Novelty, and Souvenir Stores	700	55,362	1,264	141,524	602	121,801	256	9,990
Used Merchandise Stores	997	22,365	1,309	78,063	300	31,926	190	14,182
Other Miscellaneous Store Retailers	3,596	503,490	6,999	854,538	2,601	356,463	931	300,002 #
Nonstore Retailers	11,547	125,111	15,932	140,437	2,465	39,563	1,974	50,946
Food Services and Drinking Places	3,912	2,209,838	7,586	4,873,578	4,233	2,812,995	1,384	612,049
Full-Service Restaurants	1,153	871,570	2,558	2,568,239	2,028	1,898,499	464	262,752
Limited-Service Eating Places	2,371	1,271,348	4,101	2,000,505	1,623	565,749	702	328,465
Special Food Services	264	34,101	663	167,661	311	216,363	175	12,661
Drinking Places (Alcoholic Beverages)	124	32,820	264	137,173	271	132,384	43	8,171
Total Retail and Food Services	34,068	17,308,880	55,462	29,475,489	17,387	8,971,759	8,534	5,213,982
All Other Outlets	13,494	7,378,982	27,732	12,148,147	9,509	4,471,363	4,099	2,388,108
Total All Outlets	47,562	24,687,862	83,194	41,623,636	26,896	13,443,121	12,633	7,602,090
Historical Data								
Comparable data for total all outlets:								
2005	48,172	29,744,868	90,620	46,679,471	29,674	13,025,974	13,653	9,612,059
2006	46,528	31,309,905	91,251	47,835,514	28,968	13,892,188	13,290	9,528,419
2007	47,810	30,450,731	85,341	47,485,988	27,906	14,614,736	13,300	9,326,761
2008	48,994	27,777,703	87,050	45,329,136	27,882	14,837,689	13,419	8,696,074
2009	45,062	23,652,433	80,595	39,728,657	26,459	12,633,575	12,297	7,260,073

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

TABLE 3. TAXABLE SALES IN THE 36 LARGEST COUNTIES, BY TYPE OF BUSINESS, 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	288	327,376	455	1,117,487	285	462,865	1,101	2,538,029
New Car Dealers	26	209,608	60	953,069	32	368,044	90	2,109,321
Used Car Dealers	50	33,907	115	45,004	59	15,486	253	118,938
Other Motor Vehicle Dealers	61	34,671	34	19,584	44	18,061	111	80,285
Auto. Parts, Accessories and Tire Stores	151	49,189	246	99,830	150	61,273	647	229,486
Furniture and Home Furnishings Stores	161	61,675	417	317,652	218	76,069	760	474,002
Furniture Stores	65	28,049	185	219,703	96	39,224	322	271,961
Home Furnishings Stores	96	33,625	232	97,949	122	36,845	438	202,041
Electronics and Appliance Stores	132	69,918	424	346,647	183	136,685	1,395	1,355,839
Appliance, T.V., and Other Electronics Stores	49	51,817 #	156	203,607	89	90,598 #	492	612,537
Computer and Software Stores	75	18,101	248	136,945	89	46,087	870	728,986
Camera and Photographic Supplies Stores	8	#	20	6,095	5	#	33	14,316
Bldg. Matrl. and Garden Equip. and Supplies	257	251,071	350	699,781	268	364,825	679	1,245,941
Building Material and Supplies Dealers	151	205,510	232	642,731	147	293,515	508	1,153,260
Lawn and Garden Equip. and Supplies Stores	106	45,561	118	57,050	121	71,310	171	92,681
Food and Beverage Stores	299	219,590	537	508,941	399	350,690	1,254	984,824
Supermarkets and Other Grocery Stores	88	154,829	248	377,079	165	261,858	437	701,638
Convenience Stores	36	23,556	70	32,474	57	40,911	229	97,528
Specialty Food Stores	61	4,925	119	10,725	59	3,868	308	21,033
Beer, Wine, and Liquor Stores	114	36,281	100	88,662	118	44,053	280	164,625
Health and Personal Care Stores	123	76,589	317	237,703	204	122,829	806	523,221
Pharmacies and Drug Stores	34	58,132	76	179,022	63	93,977	214	355,030
Health and Personal Care Stores	89	18,457	241	58,681	141	28,852	592	168,191
Gasoline Stations	102	392,463	219	935,284	117	490,251	399	2,104,764
Clothing and Clothing Accessories Stores	403	186,385	1,053	595,402	582	278,860	2,388	1,824,590
Men's Clothing Stores	15	9,288	32	13,699	20	3,125	93	47,193
Women's Clothing Stores	74	35,130	174	77,883	113	51,385	452	246,822
Family Clothing Stores, Accessories, and Other Stores	240	111,928	498	386,334	281	175,603	1,158	1,104,312
Shoe Stores	23	19,583	65	48,610	49	19,554	198	187,216
Jewelry, Luggage, and Leather Goods Stores	51	10,456	284	68,876	119	29,193	487	239,045
Sporting Goods, Hobby, Book, and Music Stores	303	95,790	544	267,291	347	123,541	1,230	644,612
Sporting Goods Stores	131	56,170	179	108,642	139	54,442	384	258,258
Hobby, Toy and Musical Instrument Stores	64	21,803	132	99,817	59	37,123	360	221,508
Book, Periodical, and Music Stores	108	17,817	233	58,832	149	31,976	486	164,845
General Merchandise Stores	84	320,145	189	1,026,497	111	450,339	379	2,368,820
Miscellaneous Store Retailers	1,131	141,453	2,166	458,350	1,144	198,512	4,325	635,019
Florists	45	3,280	123	14,707	69	#	219	15,789
Office Supplies and Stationery Stores	26	27,362	40	152,234	16	30,014	88	123,726
Gift, Novelty, and Souvenir Stores	220	18,569	319	53,569	158	21,039	676	67,226
Used Merchandise Stores	137	7,998	226	17,831	143	13,938	315	29,415
Other Miscellaneous Store Retailers	703	84,243	1,458	220,009	758	133,522 #	3,027	398,863
Nonstore Retailers	2,124	15,578	2,593	55,945	2,836	20,524	7,845	147,373
Food Services and Drinking Places	823	437,460	2,076	1,279,295	1,109	661,542	4,654	2,848,824
Full-Service Restaurants	381	271,831	850	744,227	460	359,891	1,693	1,519,643
Limited-Service Eating Places	365	145,789	910	431,641	496	267,567	2,238	1,101,455
Special Food Services	47	9,073	263	87,306	100	14,876	600	179,021
Drinking Places (Alcoholic Beverages)	30	10,768	53	16,121	53	19,207	123	48,705
Total Retail and Food Services	6,230	2,595,493	11,340	7,846,274	7,803	3,737,532	27,215	17,695,858
All Other Outlets	3,195	1,018,862	7,639	4,120,063	4,495	1,572,237	16,368	12,827,464
Total All Outlets	9,425	3,614,355	18,979	11,966,338	12,298	5,309,768	43,583	30,523,322
Historical Data								
Comparable data for total all outlets:								
2005	9,759	3,936,458	21,440	12,451,350	13,212	5,806,935	48,903	30,193,802
2006	9,750	4,220,436	21,082	12,900,391	13,170	6,133,270	48,313	32,273,238
2007	9,857	4,267,639	20,202	13,326,306	13,177	6,067,223	47,651	33,663,448
2008	10,040	3,974,226	19,853	13,137,913	13,114	5,883,938	47,253	32,274,306
2009	9,412	3,442,431	18,840	11,327,022	12,303	5,104,186	43,396	27,427,709

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

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

(Taxable transactions in thousands of dollars)

Type of business	SANTA CRUZ		SHASTA		SOLANO		SONOMA	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
<i>Retail and Food Services</i>								
Motor Vehicle and Parts Dealers	184	217,152	229	243,658	302	528,412	404	663,371
New Car Dealers	14	137,757	9	111,370	29	388,952	29	473,114
Used Car Dealers	36	23,180	53	43,909	69	19,428	99	44,233
Other Motor Vehicle Dealers	42	16,841	47	29,559	43	53,078	65	45,628
Auto. Parts, Accessories and Tire Stores	92	39,375	120	58,820	161	66,954	211	100,396
Furniture and Home Furnishings Stores	135	42,656	61	29,712	126	72,547	244	107,440
Furniture Stores	59	18,093	23	16,181	58	42,089	101	58,823
Home Furnishings Stores	76	24,563	38	13,531	68	30,457	143	48,618
Electronics and Appliance Stores	165	63,183	112	52,423	141	108,619	226	155,220
Appliance, T.V., and Other Electronics Stores	57	46,264	35	43,087 #	75	93,578 #	94	119,159 #
Computer and Software Stores	99	16,716	73	9,336	58	15,041	121	36,061
Camera and Photographic Supplies Stores	9	203	4	#	8	#	11	#
Bldg. Matrl. and Garden Equip. and Supplies	208	243,660	176	156,712	149	244,516	363	497,744
Building Material and Supplies Dealers	118	203,269	107	140,587	111	223,533	206	439,442
Lawn and Garden Equip. and Supplies Stores	90	40,391	69	16,125	38	20,983	157	58,302
Food and Beverage Stores	245	215,102	107	132,738	261	214,145	559	449,491
Supermarkets and Other Grocery Stores	97	149,193	71	117,273	95	154,482	184	328,559
Convenience Stores	31	16,533	9	2,839	52	23,200	63	37,326
Specialty Food Stores	59	6,301	14	629	58	8,029	91	8,788
Beer, Wine, and Liquor Stores	58	43,076	13	11,998	56	28,434	221	74,818
Health and Personal Care Stores	127	89,147	105	53,374	133	84,354	201	129,830
Pharmacies and Drug Stores	39	77,321	56	32,880	27	48,413	54	103,029
Health and Personal Care Stores	88	11,825	49	20,494	106	35,941	147	26,802
Gasoline Stations	75	283,133	88	290,639	142	564,177	152	606,739
Clothing and Clothing Accessories Stores	448	133,381	146	74,314	444	348,391	589	261,474
Men's Clothing Stores	16	4,549	6	#	21	10,973	24	10,859
Women's Clothing Stores	82	18,216	16	7,456	67	36,830	101	46,899
Family Clothing Stores, Accessories, and Other Stores	236	80,133	74	50,188 #	237	210,562	285	146,226
Shoe Stores	28	18,506	17	10,744	43	43,859	53	36,746
Jewelry, Luggage, and Leather Goods Stores	86	11,977	33	5,927	76	46,168	126	20,744
Sporting Goods, Hobby, Book, and Music Stores	297	79,066	174	51,164	202	88,344	399	158,990
Sporting Goods Stores	100	33,651	77	26,040	79	36,597	116	70,979
Hobby, Toy and Musical Instrument Stores	77	27,649	30	14,303	45	32,172	94	46,761
Book, Periodical, and Music Stores	120	17,766	67	10,820	78	19,575	189	41,250
General Merchandise Stores	58	235,293	29	314,521	96	624,240	85	667,488
Miscellaneous Store Retailers	991	126,282	637	79,914	958	145,104	1,901	251,593
Florists	35	2,368	17	1,419	34	3,700	62	4,951
Office Supplies and Stationery Stores	11	30,385	13	11,868	12	17,154	22	43,534
Gift, Novelty, and Souvenir Stores	199	18,080	96	7,738	110	9,645	260	18,932
Used Merchandise Stores	141	7,542	96	5,432	125	9,770	282	13,912
Other Miscellaneous Store Retailers	605	67,907	415	53,457	677	104,835	1,275	170,264
Nonstore Retailers	2,086	13,818	1,187	11,638	1,590	23,800	4,574	52,153
Food Services and Drinking Places	692	337,363	455	184,770	810	447,965	1,300	582,267
Full-Service Restaurants	281	195,744	165	93,601 #	264	182,349	551	319,497
Limited-Service Eating Places	319	129,703	228	86,148	449	248,706	563	227,887
Special Food Services	71	6,329	38	#	62	7,845	144	17,531
Drinking Places (Alcoholic Beverages)	21	5,588	24	5,021	35	9,064	42	17,351
Total Retail and Food Services	5,711	2,079,236	3,506	1,675,578	5,354	3,494,615	10,997	4,583,801
All Other Outlets	2,511	652,596	1,946	810,540	2,485	1,738,717	6,306	1,902,149
Total All Outlets	8,222	2,731,832	5,452	2,486,118	7,839	5,233,333	17,303	6,485,950
Historical Data								
Comparable data for total all outlets:								
2005	8,801	3,074,145	6,027	2,802,937	8,591	6,037,305	17,620	7,622,099
2006	8,626	3,165,946	6,057	2,926,648	8,568	6,453,137	17,612	7,894,595
2007	8,568	3,195,786	5,967	2,835,505	8,531	6,277,832	17,638	7,877,195
2008	8,614	3,031,072	5,896	2,640,786	8,499	6,032,523	17,764	7,369,109
2009	8,092	2,638,469	5,373	2,307,100	7,655	5,319,472	16,810	6,263,829

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

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

(Taxable transactions in thousands of dollars)

Type of business	STANISLAUS		TULARE		VENTURA		YOLO	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
<i>Retail and Food Services</i>								
Motor Vehicle and Parts Dealers	620	667,202	420	391,317	561	1,351,557	170	204,993
New Car Dealers	37	357,099	36	257,592	65	1,088,186	11	126,512
Used Car Dealers	162	166,654	79	31,272	94	58,750	35	7,549
Other Motor Vehicle Dealers	47	40,723	31	16,103	98	70,368	20	9,920
Auto. Parts, Accessories and Tire Stores	374	102,726	274	86,351	304	134,253	104	61,013
Furniture and Home Furnishings Stores	213	78,254	162	46,956	337	179,058	56	87,653
Furniture Stores	104	41,134	86	25,418	153	88,532	28	#
Home Furnishings Stores	109	37,120	76	21,538	184	90,526	28	87,653 #
Electronics and Appliance Stores	232	109,499	151	265,250	378	289,838	78	38,057
Appliance, T.V., and Other Electronics Stores	119	76,337 #	75	#	163	219,475	34	22,106 #
Computer and Software Stores	107	33,162	72	265,250 #	201	67,179	41	15,951
Camera and Photographic Supplies Stores	6	#	4	#	14	3,184	3	#
Bldg. Matrl. and Garden Equip. and Supplies	238	388,859	252	265,155	359	569,099	94	151,743
Building Material and Supplies Dealers	154	326,997	121	200,394	227	506,420	65	135,758
Lawn and Garden Equip. and Supplies Stores	84	61,862	131	64,760	132	62,679	29	15,986
Food and Beverage Stores	421	302,012	327	219,786	598	514,100	152	139,426
Supermarkets and Other Grocery Stores	194	219,176	203	195,623	232	389,511	71	115,815
Convenience Stores	83	31,701	33	11,718	84	43,866	26	14,496
Specialty Food Stores	78	4,094	59	2,202	135	12,295	25	1,496
Beer, Wine, and Liquor Stores	66	47,042	32	10,244	147	68,427	30	7,619
Health and Personal Care Stores	226	105,182	154	66,236	395	212,069	81	41,264
Pharmacies and Drug Stores	59	74,944	51	48,359	115	135,277	21	26,506
Health and Personal Care Stores	167	30,238	103	17,877	280	76,791	60	14,758
Gasoline Stations	155	599,577	176	495,585	196	957,689	68	319,786
Clothing and Clothing Accessories Stores	552	254,352	631	176,797	1,123	754,565	168	46,041
Men's Clothing Stores	25	7,947	17	7,823	49	23,595	2	#
Women's Clothing Stores	68	39,312	93	21,675	198	118,004	15	3,363
Family Clothing Stores, Accessories, and Other Stores	312	144,274	390	110,462	600	438,776	111	34,246 #
Shoe Stores	51	37,489	51	25,590	114	91,694	10	5,334
Jewelry, Luggage, and Leather Goods Stores	96	25,330	80	11,247	162	82,495	30	3,097
Sporting Goods, Hobby, Book, and Music Stores	253	118,057	189	76,156	566	265,106	138	41,404
Sporting Goods Stores	92	37,398	58	26,408	230	109,078	53	19,330
Hobby, Toy and Musical Instrument Stores	69	53,463	59	29,145	128	94,317	27	10,073
Book, Periodical, and Music Stores	92	27,196	72	20,604	208	61,711	58	12,001
General Merchandise Stores	113	768,989	156	603,133	308	1,044,770	32	276,545
Miscellaneous Store Retailers	1,080	177,114	967	95,700	1,991	264,514	447	70,489
Florists	55	3,820	29	3,057	107	8,303	20	#
Office Supplies and Stationery Stores	19	32,880	12	16,397	53	52,532	6	8,978
Gift, Novelty, and Souvenir Stores	211	17,259	160	7,781	245	24,607	85	2,468
Used Merchandise Stores	114	4,095	231	5,659	204	15,825	47	4,373
Other Miscellaneous Store Retailers	681	119,059	535	62,806	1,382	163,247	289	54,670 #
Nonstore Retailers	1,456	34,974	1,440	16,879	5,477	91,587	598	16,741
Food Services and Drinking Places	1,053	508,627	812	353,310	1,845	1,053,007	433	202,046
Full-Service Restaurants	363	210,428	279	132,023	685	501,901	163	97,114 #
Limited-Service Eating Places	563	281,576	449	214,323	986	522,023	233	102,780
Special Food Services	91	7,644	62	4,107	141	20,911	26	#
Drinking Places (Alcoholic Beverages)	36	8,979	22	2,857	33	8,171	11	2,151
Total Retail and Food Services	6,612	4,112,697	5,837	3,072,261	14,134	7,546,960	2,515	1,636,189
All Other Outlets	3,269	1,985,917	2,597	1,424,619	8,288	2,678,528	1,520	1,307,311
Total All Outlets	9,881	6,098,614	8,434	4,496,880	22,422	10,225,488	4,035	2,943,500
Historical Data								
Comparable data for total all outlets:								
2005	11,127	7,285,900	8,901	4,486,607	24,228	11,909,068	4,021	3,093,540
2006	10,903	7,352,532	8,839	4,844,476	24,093	12,316,912	4,059	3,189,863
2007	10,887	7,135,883	8,855	4,897,164	23,953	12,230,207	4,084	3,259,843
2008	10,928	6,728,692	8,795	4,755,406	23,940	11,322,410	4,138	3,347,287
2009	9,644	5,847,057	8,239	4,145,502	22,564	9,883,853	3,892	2,865,382

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, 2010
(Taxable transactions in thousands of dollars)

Type of business	ALPINE		AMADOR		CALAVERAS		COLUSA	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	2	#	39	17,986	51	6,554	21	43,449
Home Furnishings and Appliance Stores	3	#	50	9,618	51	7,000	13	1,114
Bldg. Matrl. and Garden Equip. and Supplies	1	#	45	42,873	44	22,861	25	9,698
Food and Beverage Stores	6	723	45	28,647	54	32,136	23	10,123
Gasoline Stations	2	#	22	47,504	28	40,685	15	36,434
Clothing and Clothing Accessories Stores	1	#	50	4,856	48	3,315	13	532
General Merchandise Stores	--	#	15	#	15	4,904	4	#
Food Services and Drinking Places	7	964	123	29,987	117	29,306	55	19,547
Other Retail Group	23	4,723 #	587	78,527 #	648	30,578	131	20,065 #
Total Retail and Food Services	45	6,410	976	259,998	1,056	177,340	300	140,961
All Other Outlets	23	16,249	422	93,876	469	93,213	201	201,968
Totals All Outlets	68	22,658	1,398	353,874	1,525	270,553	501	342,929
Type of business	DEL NORTE		GLENN		INYO		LAKE	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	14	8,669	43	19,692	23	19,487	67	34,111
Home Furnishings and Appliance Stores	17	2,186	9	807	17	4,344	57	12,093
Bldg. Matrl. and Garden Equip. and Supplies	20	21,957	33	10,462	23	17,258	59	37,179
Food and Beverage Stores	24	21,165	27	14,365	17	20,614	61	55,447
Gasoline Stations	7	24,228	17	47,050	26	76,512	19	55,114
Clothing and Clothing Accessories Stores	20	1,764	10	652	15	1,971	39	2,743
General Merchandise Stores	7	#	8	#	11	#	11	66,252
Food Services and Drinking Places	62	20,837	67	18,704	63	29,717	148	39,902
Other Retail Group	210	45,755 #	239	38,400 #	269	44,145 #	760	31,838
Total Retail and Food Services	381	146,562	453	150,133	464	214,047	1,221	334,679
All Other Outlets	185	57,750	232	127,551	233	92,002	538	129,599
Totals All Outlets	566	204,311	685	277,683	697	306,049	1,759	464,277
Type of business	LASSEN		MADERA		MARIPOSA		MODOC	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	19	18,655	170	121,031	20	2,556	11	5,893
Home Furnishings and Appliance Stores	22	7,572	93	17,866	14	1,432	6	842
Bldg. Matrl. and Garden Equip. and Supplies	33	14,204	88	85,507	21	7,517	17	5,934
Food and Beverage Stores	19	9,447	118	91,725	29	14,641	12	4,486
Gasoline Stations	17	33,140	51	213,974	11	11,838	4	10,955
Clothing and Clothing Accessories Stores	12	2,323	179	14,299	18	1,102	4	439
General Merchandise Stores	5	#	47	#	1	#	1	#
Food Services and Drinking Places	46	16,819	252	90,601	42	13,650	38	5,345
Other Retail Group	196	47,667 #	991	137,130 #	274	11,321 #	104	7,005 #
Total Retail and Food Services	369	149,827	1,989	772,133	430	64,057	197	40,899
All Other Outlets	219	69,661	897	429,775	217	99,793	124	34,538
Totals All Outlets	588	219,489	2,886	1,201,908	647	163,850	321	75,437
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	1,637	25	7,948	51	36,006	2	#
Home Furnishings and Appliance Stores	18	2,173	34	2,609	41	4,349	3	#
Bldg. Matrl. and Garden Equip. and Supplies	19	11,050	46	17,050	32	20,398	8	2,101
Food and Beverage Stores	20	16,199	21	21,025	42	28,559	5	1,636
Gasoline Stations	12	26,463	17	20,528	16	46,531	3	#
Clothing and Clothing Accessories Stores	25	11,388	20	1,683	50	3,600	2	#
General Merchandise Stores	12	2,142	9	2,020	9	36,113	6	290
Food Services and Drinking Places	85	43,118	104	15,688	110	39,112	17	1,912
Other Retail Group	190	33,276	391	16,284	482	42,565	44	3,039 #
Total Retail and Food Services	392	147,448	667	104,835	833	257,233	90	8,978
All Other Outlets	189	74,681	300	73,946	411	192,639	29	9,485
Totals All Outlets	581	222,128	967	178,782	1,244	449,872	119	18,463

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

TABLE 4. TAXABLE SALES IN THE 22 SMALLEST COUNTIES, BY TYPE OF BUSINESS, 2010
(Taxable transactions in thousands of dollars)

Type of business	SISKIYOU		SUTTER		TEHAMA		TRINITY	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	50	24,952	114	124,451	61	89,381	11	1,719
Home Furnishings and Appliance Stores	52	8,299	73	29,609	30	6,306	8	932
Bldg. Matrl. and Garden Equip. and Supplies	84	27,561	60	117,355	55	39,781	20	9,703
Food and Beverage Stores	48	33,453	82	56,291	46	33,382	19	4,268
Gasoline Stations	36	96,036	39	108,395	30	174,194	17	18,873
Clothing and Clothing Accessories Stores	34	3,424	117	46,090	18	1,991	10	657
General Merchandise Stores	8	#	27	207,981	9	#	2	#
Food Services and Drinking Places	157	38,182	182	86,594	125	39,831	43	6,582
Other Retail Group	734	60,403 #	601	86,781	595	74,566 #	263	9,051 #
Total Retail and Food Services	1,203	292,311	1,295	863,546	969	459,432	393	51,786
All Other Outlets	612	140,182	647	345,479	475	125,677	167	30,784
Totals All Outlets	1,815	432,493	1,942	1,209,026	1,444	585,109	560	82,571
Type of business	TUOLUMNE		YUBA					
	Permits	Taxable transactions	Permits	Taxable transactions				
Retail and Food Services								
Motor Vehicle and Parts Dealers	61	41,945	65	30,487				
Home Furnishings and Appliance Stores	69	11,469	43	5,841				
Bldg. Matrl. and Garden Equip. and Supplies	61	41,435	50	22,411				
Food and Beverage Stores	49	37,594	58	23,861				
Gasoline Stations	26	63,401	28	82,932				
Clothing and Clothing Accessories Stores	83	16,684	58	2,280				
General Merchandise Stores	13	#	14	#				
Food Services and Drinking Places	149	49,282	122	37,772				
Other Retail Group	803	124,904 #	456	80,596 #				
Total Retail and Food Services	1,314	386,712	894	286,181				
All Other Outlets	623	143,121	361	147,518				
Totals All Outlets	1,937	529,833	1,255	433,699				

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, 2010
(Taxable transactions in thousands of dollars)

Type of business	AGOURA HILLS		ALAMEDA		ALHAMBRA		ALISO VIEJO	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	17	2,895	55	25,647	73	305,398	18	4,185
Home Furnishings and Appliance Stores	63	46,585	73	14,014	73	10,808	92	50,748
Bldg. Matrl. and Garden Equip. and Supplies	20	16,968	32	16,685	18	#	9	#
Food and Beverage Stores	13	14,750	76	58,256	50	30,684	19	23,311
Gasoline Stations	15	65,743	10	52,226	11	88,344	10	52,401
Clothing and Clothing Accessories Stores	47	3,521	91	28,674	85	15,054	82	#
General Merchandise Stores	18	209	17	#	51	207,350	21	#
Food Services and Drinking Places	62	48,035	223	93,017	212	135,203	66	45,055
Other Retail Group	297	26,548	822	85,963 #	493	139,663 #	394	141,260 #
Total Retail and Food Services	552	225,254	1,399	374,483	1,066	932,504	711	316,960
All Other Outlets	330	44,989	595	168,685	549	113,113	367	39,261
Totals All Outlets	882	270,243	1,994	543,168	1,615	1,045,618	1,078	356,221
Type of business	ANAHEIM		ANTIOCH		APPLE VALLEY		ARCADIA	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	382	391,600	51	103,855	34	10,547	34	#
Home Furnishings and Appliance Stores	357	184,425	51	15,342	39	23,285	95	10,644
Bldg. Matrl. and Garden Equip. and Supplies	177	327,140	27	54,660	18	57,165	21	5,911
Food and Beverage Stores	272	156,388	50	49,716	36	41,474	46	37,098
Gasoline Stations	84	435,643	25	84,379	12	65,561	13	67,440
Clothing and Clothing Accessories Stores	421	99,060	115	34,473	46	17,818	190	190,549
General Merchandise Stores	105	169,584	26	232,407	17	107,697	53	82,183
Food Services and Drinking Places	803	610,434	156	85,286	121	62,203	189	125,900
Other Retail Group	1,982	295,873	522	63,340	459	34,700	596	160,323 #
Total Retail and Food Services	4,583	2,670,147	1,023	723,459	782	420,451	1,237	680,048
All Other Outlets	3,624	2,032,820	425	83,084	279	25,202	654	81,818
Totals All Outlets	8,207	4,702,967	1,448	806,543	1,061	445,654	1,891	761,867
Type of business	ARROYO GRANDE		ATASCADERO		AUBURN		AZUSA	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	16	24,175	39	18,930	33	31,292	51	11,323
Home Furnishings and Appliance Stores	33	12,842	25	7,954	29	5,626	28	3,714
Bldg. Matrl. and Garden Equip. and Supplies	16	18,639	34	43,657	15	10,722	15	1,857
Food and Beverage Stores	18	16,199	21	34,283	20	15,336	42	17,037
Gasoline Stations	7	36,321	13	43,747	9	#	14	62,470
Clothing and Clothing Accessories Stores	26	#	22	3,036	38	4,790	44	11,826
General Merchandise Stores	5	#	8	15,206	1	#	20	#
Food Services and Drinking Places	57	29,713	68	29,480	62	24,271	108	39,400
Other Retail Group	266	93,952 #	356	26,067	314	181,117 #	231	144,202 #
Total Retail and Food Services	444	231,841	586	222,361	521	273,154	553	291,830
All Other Outlets	191	23,555	292	30,990	265	42,918	389	78,453
Totals All Outlets	635	255,395	878	253,351	786	316,072	942	370,283
Type of business	BAKERSFIELD		BALDWIN PARK		BARSTOW		BEAUMONT	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	303	694,631	52	25,590	35	22,239	29	19,980
Home Furnishings and Appliance Stores	276	166,364	40	3,790	12	4,659	25	22,750
Bldg. Matrl. and Garden Equip. and Supplies	120	261,174	30	54,546	5	#	17	#
Food and Beverage Stores	232	204,016	52	24,255	31	25,400	20	19,141
Gasoline Stations	114	447,576	13	61,830	26	234,914	6	45,231
Clothing and Clothing Accessories Stores	438	236,335	54	6,691	56	104,810	36	#
General Merchandise Stores	110	823,053	33	98,409	10	#	14	#
Food Services and Drinking Places	782	472,078	113	61,447	100	68,720	60	29,896
Other Retail Group	2,686	339,647	242	40,682	129	75,404 #	522	129,844 #
Total Retail and Food Services	5,061	3,644,874	629	377,241	404	536,145	729	266,841
All Other Outlets	2,128	1,022,871	438	104,058	133	40,245	149	25,498
Totals All Outlets	7,189	4,667,745	1,067	481,299	537	576,390	878	292,339

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

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

Type of business	BELLFLOWER		BENICIA		BERKELEY		BEVERLY HILLS	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	102	77,327	26	6,482	42	112,777	20	267,676
Home Furnishings and Appliance Stores	64	6,750	32	6,291	153	64,135	91	33,620
Bldg. Matrl. and Garden Equip. and Supplies	15	4,765	17	14,347	53	80,430	16	4,467
Food and Beverage Stores	55	30,036	13	18,696	125	89,959	30	17,946
Gasoline Stations	21	92,474	14	63,377	25	81,167	7	31,125
Clothing and Clothing Accessories Stores	62	5,853	37	1,913	246	54,930	377	602,443
General Merchandise Stores	25	23,750	8	#	53	9,119	35	240,981
Food Services and Drinking Places	152	51,208	71	27,610	521	233,765	213	262,843
Other Retail Group	422	23,500	380	40,613 #	1,892	243,838	866	152,031
Total Retail and Food Services	918	315,663	598	179,328	3,110	970,121	1,655	1,613,133
All Other Outlets	419	59,074	400	322,865	1,230	299,939	882	338,333
Totals All Outlets	1,337	374,737	998	502,194	4,340	1,270,060	2,537	1,951,465
Type of business	BREA		BRENTWOOD		BUENA PARK		BURBANK	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	58	23,480	39	35,195	45	462,423	101	140,152
Home Furnishings and Appliance Stores	92	48,311	51	37,177	84	606,140	206	387,477
Bldg. Matrl. and Garden Equip. and Supplies	24	133,565	18	48,428	24	#	50	156,722
Food and Beverage Stores	31	36,350	29	42,624	57	39,850	98	96,031
Gasoline Stations	10	79,229	14	75,348	17	64,633	33	144,681
Clothing and Clothing Accessories Stores	174	257,464	76	41,865	97	38,202	268	110,379
General Merchandise Stores	30	200,908	10	#	34	116,801	57	302,374
Food Services and Drinking Places	156	159,038	117	66,556	205	142,590	378	292,495
Other Retail Group	457	130,302	317	64,981 #	509	90,791 #	1,056	301,542
Total Retail and Food Services	1,032	1,068,647	671	412,174	1,072	1,561,429	2,247	1,931,854
All Other Outlets	867	401,147	298	58,873	683	319,511	1,585	597,367
Totals All Outlets	1,899	1,469,795	969	471,047	1,755	1,880,940	3,832	2,529,221
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	225,289	12	134,770	47	29,818	42	59,094
Home Furnishings and Appliance Stores	58	17,038	35	10,702	50	2,696	72	29,219
Bldg. Matrl. and Garden Equip. and Supplies	25	14,054	7	#	27	1,361	29	73,605
Food and Beverage Stores	38	20,971	14	23,735	26	12,954	56	45,527
Gasoline Stations	11	33,608	7	34,615	15	60,458	19	113,283
Clothing and Clothing Accessories Stores	95	43,794	84	18,137	217	34,535	162	304,866
General Merchandise Stores	11	108	12	#	42	#	22	79,275
Food Services and Drinking Places	136	92,579	44	38,434	80	33,053	161	115,404
Other Retail Group	327	60,834	241	33,959 #	751	132,888 #	689	80,879
Total Retail and Food Services	739	508,276	456	294,352	1,255	307,762	1,252	901,152
All Other Outlets	660	208,031	294	219,331	251	15,353	949	235,948
Totals All Outlets	1,399	716,307	750	513,682	1,506	323,116	2,201	1,137,100
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	23,976	8	49,045	56	500,440	81	216,511
Home Furnishings and Appliance Stores	87	93,748	28	16,800	170	72,423	54	115,641
Bldg. Matrl. and Garden Equip. and Supplies	39	99,972	8	#	37	14,043	35	66,120
Food and Beverage Stores	33	35,904	19	31,287	57	80,303	62	42,341
Gasoline Stations	16	74,150	5	24,955	25	123,945	34	118,279
Clothing and Clothing Accessories Stores	70	39,313	87	48,605	314	294,255	125	20,523
General Merchandise Stores	9	24,426	7	52,091	28	230,478	45	127,845
Food Services and Drinking Places	140	105,191	82	47,367	242	199,505	223	108,722
Other Retail Group	455	72,092	208	63,772 #	1,504	108,060	538	192,877
Total Retail and Food Services	911	568,773	452	333,922	2,433	1,623,453	1,197	1,008,859
All Other Outlets	752	134,516	123	28,435	1,455	567,588	1,005	462,381
Totals All Outlets	1,663	703,288	575	362,357	3,888	2,191,041	2,202	1,471,240

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

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

Type of business	CATHEDRAL CITY		CERES		CERRITOS		CHICO	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	63	238,860	35	20,850	41	651,441	96	142,329
Home Furnishings and Appliance Stores	52	16,202	28	2,698	86	76,075	116	75,700
Bldg. Matrl. and Garden Equip. and Supplies	15	6,202	18	43,994	14	#	58	115,807
Food and Beverage Stores	39	31,675	33	26,781	24	14,315	67	85,861
Gasoline Stations	17	75,718	14	68,963	10	36,759	34	117,173
Clothing and Clothing Accessories Stores	36	9,092	32	5,225	138	236,840	163	78,345
General Merchandise Stores	12	30,265	9	78,269	21	189,952	31	256,537
Food Services and Drinking Places	116	48,982	81	38,788	152	117,591	321	153,679
Other Retail Group	329	25,284	189	25,221	435	159,834 #	917	141,987
Total Retail and Food Services	679	482,281	439	310,789	921	1,482,807	1,803	1,167,418
All Other Outlets	338	76,788	197	88,203	641	302,943	810	262,220
Totals All Outlets	1,017	559,069	636	398,992	1,562	1,785,751	2,613	1,429,638
Type of business	CHINO		CHINO HILLS		CHULA VISTA		CITRUS HEIGHTS	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	80	46,278	25	13,441	177	185,847	55	41,863
Home Furnishings and Appliance Stores	96	19,085	67	38,006	216	146,805	76	46,558
Bldg. Matrl. and Garden Equip. and Supplies	40	33,892	13	#	74	94,588	20	54,006
Food and Beverage Stores	47	39,378	31	46,864	128	117,923	50	49,014
Gasoline Stations	19	103,528	11	82,270	49	255,746	19	63,661
Clothing and Clothing Accessories Stores	96	107,519	96	34,406	332	134,611	126	71,030
General Merchandise Stores	45	224,917	32	#	83	649,020	27	316,130
Food Services and Drinking Places	171	102,282	122	90,851	435	287,698	180	108,163
Other Retail Group	524	105,328	386	185,581 #	1,155	198,423	620	103,534
Total Retail and Food Services	1,118	782,207	783	491,419	2,649	2,070,662	1,173	853,960
All Other Outlets	1,098	554,313	300	59,419	1,415	232,738	353	60,925
Totals All Outlets	2,216	1,336,520	1,083	550,838	4,064	2,303,400	1,526	914,885
Type of business	CLAREMONT		CLOVIS		COACHELLA		COLTON	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	10	#	97	180,812	21	12,687	73	71,677
Home Furnishings and Appliance Stores	24	1,883	94	44,526	13	2,911	36	34,116
Bldg. Matrl. and Garden Equip. and Supplies	9	2,484	35	99,632	5	3,986	10	#
Food and Beverage Stores	22	21,840	46	74,202	29	36,279	47	37,931
Gasoline Stations	10	42,138	27	99,776	9	98,916	15	66,929
Clothing and Clothing Accessories Stores	64	5,106	134	51,497	28	7,266	35	#
General Merchandise Stores	12	818	25	275,066	1	#	14	#
Food Services and Drinking Places	93	48,663	221	132,418	60	25,676	107	45,735
Other Retail Group	321	82,362 #	611	117,294	91	9,416 #	213	98,499 #
Total Retail and Food Services	565	205,294	1,290	1,075,224	257	197,136	550	354,886
All Other Outlets	227	27,847	655	126,740	87	62,693	309	146,565
Totals All Outlets	792	233,141	1,945	1,201,964	344	259,829	859	501,452
Type of business	COMMERCE		COMPTON		CONCORD		CORONA	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	29	21,251	90	22,057	118	403,311	210	225,688
Home Furnishings and Appliance Stores	39	12,324	61	36,384	142	143,919	200	91,843
Bldg. Matrl. and Garden Equip. and Supplies	23	58,610	19	#	77	195,222	78	123,305
Food and Beverage Stores	26	8,856	101	56,964	95	87,061	84	93,041
Gasoline Stations	15	86,655	22	66,560	43	141,026	38	271,060
Clothing and Clothing Accessories Stores	116	138,824	199	36,473	184	123,379	225	83,308
General Merchandise Stores	16	110,372	71	#	45	286,676	57	322,861
Food Services and Drinking Places	82	47,735	172	56,815	301	155,424	319	201,720
Other Retail Group	136	30,338	606	105,164 #	854	168,586	1,227	123,483
Total Retail and Food Services	482	514,964	1,341	380,417	1,859	1,704,604	2,438	1,536,310
All Other Outlets	868	641,325	538	159,448	1,072	329,025	1,413	918,679
Totals All Outlets	1,350	1,156,289	1,879	539,865	2,931	2,033,629	3,851	2,454,989

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

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

Type of business	CORTE MADERA		COSTA MESA		COVINA		CULVER CITY	
	Permits	Taxable transactions						
Retail and Food Services								
Motor Vehicle and Parts Dealers	9	81,983	296	474,582	65	108,829	41	90,315
Home Furnishings and Appliance Stores	20	38,317	493	270,063	60	#	135	143,560
Bldg. Matrl. and Garden Equip. and Supplies	7	9,877	127	103,562	18	#	41	31,500
Food and Beverage Stores	13	14,503	132	128,074	44	32,952	50	49,145
Gasoline Stations	2	#	40	200,183	13	53,180	16	79,510
Clothing and Clothing Accessories Stores	58	119,809	1,165	811,961	98	12,342	180	133,030
General Merchandise Stores	5	37,283	235	354,697	38	59,735	34	358,489
Food Services and Drinking Places	29	37,824	458	328,848	151	86,203	216	157,543
Other Retail Group	117	72,837 #	4,284	254,791	450	169,148 #	693	146,687
Total Retail and Food Services	260	412,433	7,230	2,926,759	937	522,388	1,406	1,189,779
All Other Outlets	161	80,319	2,531	579,558	569	58,579	687	229,374
Totals All Outlets	421	492,752	9,761	3,506,318	1,506	580,967	2,093	1,419,154
Type of business	CUPERTINO		CYPRESS		DALY CITY		DANA POINT	
	Permits	Taxable transactions						
Retail and Food Services								
Motor Vehicle and Parts Dealers	11	2,767	43	13,493	38	99,444	21	10,020
Home Furnishings and Appliance Stores	93	#	88	14,576	59	17,702	66	5,573
Bldg. Matrl. and Garden Equip. and Supplies	22	15,436	30	#	23	#	16	15,506
Food and Beverage Stores	40	32,875	33	20,453	54	41,644	26	36,695
Gasoline Stations	14	61,019	11	56,320	19	108,691	12	61,338
Clothing and Clothing Accessories Stores	84	30,624	214	14,106	132	89,645	79	9,450
General Merchandise Stores	29	109,671	91	177,796	20	106,212	20	1,891
Food Services and Drinking Places	154	112,432	138	61,686	187	143,835	101	85,037
Other Retail Group	731	247,395 #	1,496	271,197 #	438	118,316 #	480	37,734
Total Retail and Food Services	1,178	612,219	2,144	629,627	970	725,488	821	263,244
All Other Outlets	447	1,046,937	492	354,895	408	60,546	399	94,307
Totals All Outlets	1,625	1,659,157	2,636	984,522	1,378	786,034	1,220	357,551
Type of business	DANVILLE		DAVIS		DELANO		DIAMOND BAR	
	Permits	Taxable transactions						
Retail and Food Services								
Motor Vehicle and Parts Dealers	13	3,870	24	95,412	26	25,338	35	4,633
Home Furnishings and Appliance Stores	59	12,548	40	5,877	19	3,845	81	7,590
Bldg. Matrl. and Garden Equip. and Supplies	23	9,951	18	15,865	14	44,625	15	3,901
Food and Beverage Stores	19	31,524	33	41,462	47	37,887	28	15,070
Gasoline Stations	13	56,979	13	61,858	12	44,277	16	99,458
Clothing and Clothing Accessories Stores	79	23,502	58	8,835	29	6,247	55	2,174
General Merchandise Stores	9	#	5	#	14	30,120	30	37,355
Food Services and Drinking Places	107	63,972	155	84,721	63	23,449	116	45,183
Other Retail Group	535	159,242 #	464	81,619 #	115	10,053	331	18,955
Total Retail and Food Services	857	361,587	810	395,649	339	225,840	707	234,320
All Other Outlets	396	33,196	285	46,606	125	72,216	462	52,040
Totals All Outlets	1,253	394,783	1,095	442,255	464	298,056	1,169	286,359
Type of business	DIXON		DOWNEY		DUARTE		DUBLIN	
	Permits	Taxable transactions						
Retail and Food Services								
Motor Vehicle and Parts Dealers	19	40,553	89	173,463	23	151,348	40	334,192
Home Furnishings and Appliance Stores	11	315	89	72,189	16	#	71	114,252
Bldg. Matrl. and Garden Equip. and Supplies	13	4,128	25	63,471	9	4,282	23	52,445
Food and Beverage Stores	14	9,610	77	45,204	19	9,027	20	24,607
Gasoline Stations	10	46,524	30	140,797	3	#	17	91,100
Clothing and Clothing Accessories Stores	15	#	181	110,484	28	826	42	53,088
General Merchandise Stores	5	#	64	128,059	15	96,231	5	#
Food Services and Drinking Places	55	24,487	259	167,177	62	29,651	140	115,029
Other Retail Group	125	69,524 #	887	77,082	127	59,109 #	324	148,102 #
Total Retail and Food Services	267	195,141	1,701	977,927	302	350,473	682	932,814
All Other Outlets	124	194,296	656	160,255	153	35,037	349	188,745
Totals All Outlets	391	389,437	2,357	1,138,182	455	385,511	1,031	1,121,559

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

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

Type of business	EL CAJON		EL CENTRO		EL CERRITO		EL MONTE	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	123	337,206	49	86,862	14	#	169	480,695
Home Furnishings and Appliance Stores	94	76,582	23	33,556	27	12,446	87	22,071
Bldg. Matrl. and Garden Equip. and Supplies	49	128,938	29	54,767	9	16,706	40	80,772
Food and Beverage Stores	96	67,575	29	23,922	17	21,270	116	37,887
Gasoline Stations	50	183,070	16	52,852	5	17,633	21	86,681
Clothing and Clothing Accessories Stores	174	86,746	92	101,043	42	24,917	161	17,345
General Merchandise Stores	29	149,660	21	223,333	6	3,460	67	57,388
Food Services and Drinking Places	234	124,360	121	81,669	69	29,297	233	68,267
Other Retail Group	629	114,356	170	37,372	242	103,871 #	473	37,164
Total Retail and Food Services	1,478	1,268,494	550	695,377	431	229,600	1,367	888,269
All Other Outlets	855	396,226	363	125,726	149	16,975	830	161,715
Totals All Outlets	2,333	1,664,720	913	821,102	580	246,574	2,197	1,049,984
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	4,405	83	318,577	9	#	33	103,636
Home Furnishings and Appliance Stores	48	62,165	104	74,690	43	155,439	107	55,753
Bldg. Matrl. and Garden Equip. and Supplies	8	10,123	35	57,988	8	#	56	79,472
Food and Beverage Stores	14	24,705	59	89,020	21	19,938	54	73,669
Gasoline Stations	8	#	24	143,325	4	21,594	21	116,426
Clothing and Clothing Accessories Stores	65	29,278	175	61,657	64	83,399	162	36,610
General Merchandise Stores	10	#	30	152,179	3	#	17	#
Food Services and Drinking Places	148	102,618	231	152,732	110	77,294	206	135,729
Other Retail Group	238	192,414 #	995	132,712	200	138,303 #	1,242	192,165 #
Total Retail and Food Services	555	425,708	1,736	1,182,881	462	495,967	1,898	793,460
All Other Outlets	435	577,581	627	153,654	295	144,126	858	92,675
Totals All Outlets	990	1,003,288	2,363	1,336,535	757	640,093	2,756	886,134
Type of business	ESCONDIDO		EUREKA		FAIRFIELD		FOLSOM	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	179	529,178	56	111,650	73	141,521	33	264,616
Home Furnishings and Appliance Stores	139	33,286	52	25,890	70	55,029	101	56,485
Bldg. Matrl. and Garden Equip. and Supplies	74	167,646	37	57,515	29	47,359	24	71,521
Food and Beverage Stores	115	120,970	30	37,213	63	56,454	51	63,585
Gasoline Stations	41	254,285	20	46,110	31	137,338	16	69,412
Clothing and Clothing Accessories Stores	267	170,763	73	35,037	127	73,789	155	120,370
General Merchandise Stores	35	134,120	25	165,963	34	227,347	22	254,801
Food Services and Drinking Places	316	169,879	142	62,005	208	131,106	209	124,914
Other Retail Group	1,248	148,138	461	77,014	704	74,509	725	120,522
Total Retail and Food Services	2,414	1,728,265	896	618,396	1,339	944,452	1,336	1,146,226
All Other Outlets	1,292	403,902	392	126,640	639	296,337	542	147,585
Totals All Outlets	3,706	2,132,167	1,288	745,036	1,978	1,240,790	1,878	1,293,811
Type of business	FONTANA		FOUNTAIN VALLEY		FREMONT		FRESNO	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	205	385,632	42	42,943	149	458,595	609	723,532
Home Furnishings and Appliance Stores	126	17,641	110	113,692	310	143,295	525	263,776
Bldg. Matrl. and Garden Equip. and Supplies	60	106,139	24	15,050	56	128,222	178	300,525
Food and Beverage Stores	110	104,652	58	34,487	116	81,715	456	346,778
Gasoline Stations	54	298,693	29	120,190	45	225,370	170	558,666
Clothing and Clothing Accessories Stores	307	50,803	67	18,131	150	44,578	858	331,298
General Merchandise Stores	85	251,763	15	234,458	60	248,168	144	803,752
Food Services and Drinking Places	291	170,613	162	86,885	417	205,469	1,202	637,454
Other Retail Group	1,738	161,936	463	92,633	1,435	287,441	2,775	512,292
Total Retail and Food Services	2,976	1,547,871	970	758,470	2,738	1,822,853	6,917	4,478,073
All Other Outlets	944	446,854	641	105,051	2,066	773,392	3,899	1,260,310
Totals All Outlets	3,920	1,994,725	1,611	863,521	4,804	2,596,245	10,816	5,738,383

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

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

Type of business	FULLERTON		GARDEN GROVE		GARDENA		GILROY	
	Permits	Taxable transactions						
Retail and Food Services								
Motor Vehicle and Parts Dealers	157	127,803	162	211,524	115	66,990	70	103,748
Home Furnishings and Appliance Stores	115	67,107	168	25,030	70	18,099	63	52,370
Bldg. Matrl. and Garden Equip. and Supplies	33	49,464	60	81,351	28	62,940	23	58,277
Food and Beverage Stores	100	77,775	160	70,002	67	46,390	53	32,454
Gasoline Stations	31	176,114	39	227,070	15	89,672	21	119,576
Clothing and Clothing Accessories Stores	200	60,658	177	38,327	126	4,130	162	223,677
General Merchandise Stores	56	232,550	54	189,017	45	70,167	20	181,482
Food Services and Drinking Places	332	199,362	449	210,563	263	97,072	138	94,221
Other Retail Group	909	137,150	1,008	204,109	557	36,157	381	67,257
Total Retail and Food Services	1,933	1,127,983	2,277	1,256,993	1,286	491,618	931	933,062
All Other Outlets	1,354	342,811	1,376	202,921	954	162,047	435	129,750
Totals All Outlets	3,287	1,470,794	3,653	1,459,914	2,240	653,665	1,366	1,062,813

Type of business	GLENDALE		GLENDORA		GOLETA		GRASS VALLEY	
	Permits	Taxable transactions						
Retail and Food Services								
Motor Vehicle and Parts Dealers	190	455,068	69	98,617	32	67,319	42	40,658
Home Furnishings and Appliance Stores	278	64,553	71	42,706	45	62,547	37	16,061
Bldg. Matrl. and Garden Equip. and Supplies	62	87,158	30	#	24	70,420	25	50,460
Food and Beverage Stores	197	124,204	27	31,771	38	32,353	23	48,351
Gasoline Stations	36	167,798	11	39,802	12	59,303	12	50,702
Clothing and Clothing Accessories Stores	485	347,653	100	11,214	34	9,424	47	6,249
General Merchandise Stores	100	201,050	71	122,628	10	100,934	14	38,876
Food Services and Drinking Places	533	261,743	117	64,513	95	65,575	95	43,364
Other Retail Group	1,742	184,850	756	99,417 #	414	49,036	306	53,487
Total Retail and Food Services	3,623	1,894,077	1,252	510,667	704	516,911	601	348,208
All Other Outlets	1,815	457,684	440	57,017	506	149,745	295	62,450
Totals All Outlets	5,438	2,351,761	1,692	567,683	1,210	666,656	896	410,657

Type of business	HANFORD		HAWTHORNE		HAYWARD		HEALDSBURG	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	46	87,526	83	162,823	204	182,730	14	50,690
Home Furnishings and Appliance Stores	42	12,796	57	70,297	150	40,339	19	2,859
Bldg. Matrl. and Garden Equip. and Supplies	21	55,517	25	111,505	71	164,790	19	26,843
Food and Beverage Stores	40	38,950	59	31,299	112	71,491	33	20,631
Gasoline Stations	17	56,253	16	76,542	47	192,567	7	25,715
Clothing and Clothing Accessories Stores	98	45,353	85	32,910	185	86,490	40	8,942
General Merchandise Stores	19	135,884	32	#	64	295,630	4	2,778
Food Services and Drinking Places	142	71,947	174	71,048	382	150,012	51	35,515
Other Retail Group	341	48,080	328	280,801 #	955	124,024	245	18,057
Total Retail and Food Services	766	552,307	859	837,225	2,170	1,308,073	432	192,030
All Other Outlets	314	89,168	451	104,786	1,718	904,929	289	93,703
Totals All Outlets	1,080	641,474	1,310	942,011	3,888	2,213,002	721	285,733

Type of business	HEMET		HERMOSA BEACH		HESPERIA		HOLLISTER	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	67	190,368	11	14,841	132	36,702	37	34,741
Home Furnishings and Appliance Stores	61	13,297	20	#	70	6,204	24	1,971
Bldg. Matrl. and Garden Equip. and Supplies	21	61,276	8	#	34	16,595	18	18,075
Food and Beverage Stores	48	38,900	22	21,839	47	49,282	25	25,810
Gasoline Stations	29	102,276	2	#	36	180,377	14	43,231
Clothing and Clothing Accessories Stores	69	32,807	100	5,666	52	6,632	32	2,031
General Merchandise Stores	31	119,401	14	#	28	56,065	8	35,057
Food Services and Drinking Places	176	88,455	123	74,135	126	73,120	79	30,260
Other Retail Group	496	51,899	355	61,871 #	523	26,580	221	16,037
Total Retail and Food Services	998	698,678	655	178,352	1,048	451,557	458	207,213
All Other Outlets	392	73,931	231	14,880	481	107,362	256	42,492
Totals All Outlets	1,390	772,608	886	193,233	1,529	558,919	714	249,704

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

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

Type of business	HUNTINGTON BEACH		HUNTINGTON PARK		INDIO		INDUSTRY	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	217	346,856	44	#	78	139,801	98	234,663
Home Furnishings and Appliance Stores	258	75,187	64	25,589	87	#	177	294,550
Bldg. Matrl. and Garden Equip. and Supplies	99	129,789	16	#	48	48,877	48	81,189
Food and Beverage Stores	133	143,990	93	26,637	52	41,166	50	14,864
Gasoline Stations	53	214,714	6	30,749	12	54,503	17	78,289
Clothing and Clothing Accessories Stores	462	96,280	234	41,529	240	21,698	407	70,256
General Merchandise Stores	150	169,056	54	37,320	58	40,654	210	251,793
Food Services and Drinking Places	504	311,094	200	63,803	195	64,365	156	112,911
Other Retail Group	2,687	236,987	386	165,486 #	1,390	70,163 #	2,318	76,662
Total Retail and Food Services	4,563	1,723,952	1,097	391,114	2,160	481,228	3,481	1,215,176
All Other Outlets	2,284	642,533	409	83,945	476	101,104	1,313	1,218,820
Totals All Outlets	6,847	2,366,485	1,506	475,060	2,636	582,332	4,794	2,433,996
Type of business	INGLEWOOD		IRVINE		LA HABRA		LA MESA	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	87	#	135	496,714	73	25,952	51	184,481
Home Furnishings and Appliance Stores	73	10,977	530	297,263	46	26,741	74	37,116
Bldg. Matrl. and Garden Equip. and Supplies	22	#	80	80,332	34	66,350	19	23,534
Food and Beverage Stores	106	53,765	119	131,006	64	42,771	50	51,671
Gasoline Stations	23	86,397	27	201,751	18	62,340	19	78,799
Clothing and Clothing Accessories Stores	241	67,516	408	178,267	50	25,013	101	45,014
General Merchandise Stores	62	130,633	73	279,961	24	238,628	17	209,576
Food Services and Drinking Places	259	101,064	572	459,363	165	79,391	170	119,544
Other Retail Group	689	245,333 #	1,815	283,633	339	45,883	552	98,306
Total Retail and Food Services	1,562	695,685	3,759	2,408,289	813	613,071	1,053	848,040
All Other Outlets	524	203,321	3,076	1,516,310	494	101,877	507	62,495
Totals All Outlets	2,086	899,007	6,835	3,924,599	1,307	714,948	1,560	910,535
Type of business	LA MIRADA		LA PUENTE		LA QUINTA		LA VERNE	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	21	14,424	65	31,329	17	43,265	22	2,591
Home Furnishings and Appliance Stores	41	#	57	#	43	40,228	29	20,856
Bldg. Matrl. and Garden Equip. and Supplies	14	43,407	16	7,051	13	60,056	11	#
Food and Beverage Stores	27	18,405	50	23,333	21	44,636	16	15,971
Gasoline Stations	15	119,590	8	30,299	4	29,468	8	45,799
Clothing and Clothing Accessories Stores	41	11,337	134	12,566	70	22,303	37	14,171
General Merchandise Stores	12	7,936	80	6,123	10	206,777	20	51,667
Food Services and Drinking Places	106	50,863	120	34,194	97	78,404	76	45,584
Other Retail Group	316	275,292 #	678	38,139 #	556	38,320	250	44,553 #
Total Retail and Food Services	593	541,255	1,208	183,035	831	563,456	469	241,192
All Other Outlets	371	214,882	243	16,482	330	70,089	292	73,767
Totals All Outlets	964	756,137	1,451	199,517	1,161	633,545	761	314,959
Type of business	LAGUNA BEACH		LAGUNA HILLS		LAGUNA NIGUEL		LAKE ELSINORE	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	11	6,655	36	16,673	39	132,451	59	79,709
Home Furnishings and Appliance Stores	81	5,800	98	50,552	136	28,851	46	9,877
Bldg. Matrl. and Garden Equip. and Supplies	25	13,261	23	4,824	27	48,920	15	43,810
Food and Beverage Stores	26	24,956	30	16,934	30	54,659	37	33,451
Gasoline Stations	8	19,732	10	38,967	10	58,637	16	96,620
Clothing and Clothing Accessories Stores	167	24,712	111	51,906	105	28,342	100	40,422
General Merchandise Stores	21	567	21	73,647	25	292,583	21	141,348
Food Services and Drinking Places	110	112,248	90	75,691	123	83,294	124	63,933
Other Retail Group	848	48,281	415	43,856	645	58,679	445	37,455
Total Retail and Food Services	1,297	256,212	834	373,050	1,140	786,416	863	546,623
All Other Outlets	449	72,777	523	89,691	614	112,950	334	53,213
Totals All Outlets	1,746	328,989	1,357	462,741	1,754	899,366	1,197	599,836

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

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

Type of business	LAKE FOREST		LAKEWOOD		LANCASTER		LAWNDALE	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	79	69,310	37	98,237	138	166,140	41	20,378
Home Furnishings and Appliance Stores	160	46,866	47	50,299	110	17,116	34	7,714
Bldg. Matrl. and Garden Equip. and Supplies	35	85,332	21	52,154	44	71,768	8	20,786
Food and Beverage Stores	54	54,186	56	42,911	74	63,096	30	12,997
Gasoline Stations	19	117,198	21	107,185	33	140,330	11	61,687
Clothing and Clothing Accessories Stores	105	26,249	148	104,308	188	33,579	20	3,618
General Merchandise Stores	25	72,905	42	275,301	53	275,453	9	#
Food Services and Drinking Places	227	133,949	182	137,088	290	144,335	72	29,278
Other Retail Group	718	130,860	599	69,136	784	86,729	160	21,365 #
Total Retail and Food Services	1,422	736,855	1,153	936,619	1,714	998,547	385	177,823
All Other Outlets	909	304,594	272	45,358	863	315,548	184	26,772
Totals All Outlets	2,331	1,041,449	1,425	981,977	2,577	1,314,095	569	204,595
Type of business	LEMON GROVE		LINCOLN		LIVERMORE		LODI	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	25	69,746	18	8,659	85	155,271	106	76,930
Home Furnishings and Appliance Stores	20	3,260	24	2,193	101	26,936	60	13,634
Bldg. Matrl. and Garden Equip. and Supplies	12	#	13	31,714	51	91,377	32	54,603
Food and Beverage Stores	19	22,272	18	28,357	57	52,058	68	43,928
Gasoline Stations	11	43,105	5	27,790	34	141,353	26	87,959
Clothing and Clothing Accessories Stores	26	8,379	34	9,785	67	12,136	72	19,441
General Merchandise Stores	5	#	6	#	24	190,809	15	110,821
Food Services and Drinking Places	56	29,097	66	33,252	203	114,511	174	75,517
Other Retail Group	167	100,287 #	274	37,269 #	694	70,455	505	48,978
Total Retail and Food Services	341	276,146	458	179,018	1,316	854,906	1,058	531,811
All Other Outlets	171	33,886	202	45,798	946	775,654	512	213,405
Totals All Outlets	512	310,032	660	224,817	2,262	1,630,560	1,570	745,216
Type of business	LOMPOC		LONG BEACH		LOS ALTOS		LOS ANGELES	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	25	36,001	332	242,004	2	#	2,993	2,865,868
Home Furnishings and Appliance Stores	19	6,266	347	81,062	55	8,580	4,378	1,590,667
Bldg. Matrl. and Garden Equip. and Supplies	13	25,788	108	#	9	#	1,281	1,711,735
Food and Beverage Stores	43	41,634	458	252,371	26	30,482	3,581	2,123,626
Gasoline Stations	10	37,924	111	542,412	8	39,429	785	4,114,016
Clothing and Clothing Accessories Stores	24	9,452	578	157,951	75	12,987	10,199	2,551,905
General Merchandise Stores	6	#	340	288,425	3	#	2,244	2,534,482
Food Services and Drinking Places	88	37,426	1,112	649,704	79	42,060	10,478	5,637,405
Other Retail Group	309	60,401 #	3,517	1,694,611 #	421	39,451 #	30,435	3,451,919
Total Retail and Food Services	537	254,891	6,903	3,908,540	678	172,990	66,374	26,581,623
All Other Outlets	249	36,466	2,481	1,019,254	361	18,435	35,631	8,233,833
Totals All Outlets	786	291,357	9,384	4,927,794	1,039	191,425	102,005	34,815,457
Type of business	LOS BANOS		LOS GATOS		LYNWOOD		MADERA	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	28	13,480	25	63,067	51	12,731	55	50,268
Home Furnishings and Appliance Stores	26	3,509	73	17,110	54	5,700	39	7,298
Bldg. Matrl. and Garden Equip. and Supplies	9	23,823	19	13,319	19	#	18	37,839
Food and Beverage Stores	18	25,438	37	44,402	69	34,313	49	38,524
Gasoline Stations	13	47,178	11	48,248	10	62,364	22	47,760
Clothing and Clothing Accessories Stores	29	3,755	98	31,826	102	14,134	90	9,285
General Merchandise Stores	11	60,579	10	1,141	27	11,073	25	#
Food Services and Drinking Places	78	37,012	124	90,191	140	52,532	127	48,910
Other Retail Group	153	16,149	505	69,421	330	39,362 #	300	90,642 #
Total Retail and Food Services	365	230,922	902	378,723	802	232,209	725	330,525
All Other Outlets	152	34,175	469	431,429	282	44,541	301	133,335
Totals All Outlets	517	265,097	1,371	810,152	1,084	276,750	1,026	463,860

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

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

Type of business	MALIBU		MANHATTAN BEACH		MANTECA		MARTINEZ	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	4	#	12	#	54	83,011	23	6,340
Home Furnishings and Appliance Stores	29	2,756	54	#	45	23,595	27	2,008
Bldg. Matrl. and Garden Equip. and Supplies	14	3,961	7	#	20	41,398	12	50,021
Food and Beverage Stores	14	21,869	32	52,078	51	33,185	21	26,885
Gasoline Stations	9	25,921	4	28,547	29	73,408	17	46,775
Clothing and Clothing Accessories Stores	98	32,594	117	61,663	53	26,546	33	2,987
General Merchandise Stores	12	#	18	101,491	11	170,326	6	#
Food Services and Drinking Places	55	72,196	141	141,412	150	75,737	88	28,524
Other Retail Group	254	30,650 #	442	206,575 #	343	73,696	382	74,881 #
Total Retail and Food Services	489	189,948	827	591,768	756	600,902	609	238,421
All Other Outlets	228	22,932	355	146,900	346	128,530	288	168,815
Totals All Outlets	717	212,880	1,182	738,668	1,102	729,432	897	407,237
Type of business	MENIFEE		MENLO PARK		MERCED		MILPITAS	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	30	12,776	5	#	74	122,980	30	125,491
Home Furnishings and Appliance Stores	29	#	66	21,940	58	27,062	97	108,491
Bldg. Matrl. and Garden Equip. and Supplies	25	#	15	11,854	22	62,380	18	45,501
Food and Beverage Stores	18	39,772	29	53,730	54	44,339	58	38,004
Gasoline Stations	11	62,897	11	52,361	23	85,146	17	83,100
Clothing and Clothing Accessories Stores	34	27,966	68	18,011	105	33,969	164	241,994
General Merchandise Stores	7	55,465	3	#	22	189,412	24	100,790
Food Services and Drinking Places	59	47,125	106	65,485	178	87,824	281	187,002
Other Retail Group	335	84,547 #	382	133,113 #	398	61,922	454	78,583
Total Retail and Food Services	548	330,547	685	356,493	934	715,033	1,143	1,008,956
All Other Outlets	201	39,921	467	189,851	436	128,200	703	401,569
Totals All Outlets	749	370,469	1,152	546,344	1,370	843,232	1,846	1,410,525
Type of business	MISSION VIEJO		MODESTO		MONROVIA		MONTCLAIR	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	81	182,065	182	123,746	39	187,237	113	188,659
Home Furnishings and Appliance Stores	179	106,197	213	109,298	54	45,246	78	45,575
Bldg. Matrl. and Garden Equip. and Supplies	38	46,933	55	117,839	18	#	23	15,350
Food and Beverage Stores	51	56,686	172	147,798	30	29,695	34	12,697
Gasoline Stations	22	135,639	53	158,889	7	43,488	9	33,812
Clothing and Clothing Accessories Stores	213	182,739	277	193,425	100	26,694	216	125,100
General Merchandise Stores	35	132,726	48	395,789	36	20,680	72	206,522
Food Services and Drinking Places	207	121,977	477	270,400	111	66,266	112	68,486
Other Retail Group	897	130,959	1,162	225,611	478	123,244 #	844	62,199
Total Retail and Food Services	1,723	1,095,922	2,639	1,742,796	873	542,551	1,501	758,400
All Other Outlets	827	200,382	1,178	613,902	472	119,375	416	99,380
Totals All Outlets	2,550	1,296,304	3,817	2,356,698	1,345	661,926	1,917	857,780
Type of business	MONTEBELLO		MONTEREY		MONTEREY PARK		MOORPARK	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	58	54,987	27	#	35	#	19	14,150
Home Furnishings and Appliance Stores	52	38,130	58	18,347	49	4,084	20	15,459
Bldg. Matrl. and Garden Equip. and Supplies	18	52,153	15	5,846	15	2,405	14	6,963
Food and Beverage Stores	55	31,297	46	33,559	53	23,599	25	18,728
Gasoline Stations	20	96,358	10	47,213	8	44,269	8	44,675
Clothing and Clothing Accessories Stores	120	102,189	90	33,642	89	13,110	26	10,850
General Merchandise Stores	47	124,941	11	#	51	3,287	10	45,440
Food Services and Drinking Places	172	86,081	190	150,381	161	89,924	77	37,364
Other Retail Group	379	59,654	546	179,190 #	542	93,550 #	248	37,456
Total Retail and Food Services	921	645,789	993	468,178	1,003	274,227	447	231,085
All Other Outlets	516	256,009	471	150,979	435	84,986	331	67,355
Totals All Outlets	1,437	901,798	1,464	619,157	1,438	359,214	778	298,439

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

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

Type of business	MORENO VALLEY		MORGAN HILL		MOUNTAIN VIEW		MURRIETA	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	95	126,172	28	58,839	46	106,301	82	60,229
Home Furnishings and Appliance Stores	95	22,901	40	7,861	111	80,100	118	90,723
Bldg. Matrl. and Garden Equip. and Supplies	40	78,985	24	38,596	32	29,951	35	70,796
Food and Beverage Stores	76	81,341	28	26,411	68	67,764	46	49,081
Gasoline Stations	34	163,294	12	82,350	17	100,910	23	119,237
Clothing and Clothing Accessories Stores	207	72,118	40	17,548	72	29,421	112	26,087
General Merchandise Stores	49	239,866	12	42,984	14	220,575	24	187,833
Food Services and Drinking Places	261	150,713	122	60,728	270	167,678	161	93,271
Other Retail Group	795	59,075	356	35,447	606	126,254	754	85,682
Total Retail and Food Services	1,652	994,464	662	370,765	1,236	928,955	1,355	782,940
All Other Outlets	502	73,082	496	96,331	864	404,126	659	120,700
Totals All Outlets	2,154	1,067,546	1,158	467,096	2,100	1,333,081	2,014	903,640

Type of business	NAPA		NATIONAL CITY		NEWARK		NEWPORT BEACH	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	51	110,405	99	355,709	75	78,018	76	479,054
Home Furnishings and Appliance Stores	83	19,865	62	10,238	39	12,756	262	39,265
Bldg. Matrl. and Garden Equip. and Supplies	47	93,191	29	22,009	23	66,877	37	39,432
Food and Beverage Stores	128	82,419	72	30,844	35	28,676	81	96,351
Gasoline Stations	21	119,319	16	75,692	13	44,652	17	114,331
Clothing and Clothing Accessories Stores	103	70,629	222	134,299	107	63,200	348	207,072
General Merchandise Stores	19	114,998	32	144,236	18	90,185	29	156,172
Food Services and Drinking Places	208	139,104	202	118,369	163	71,995	362	364,847
Other Retail Group	795	98,270	561	67,460	270	157,914	1,271	132,700
Total Retail and Food Services	1,455	848,200	1,295	958,855	743	614,274	2,483	1,629,225
All Other Outlets	954	144,128	467	170,978	402	137,893	1,547	582,062
Totals All Outlets	2,409	992,329	1,762	1,129,833	1,145	752,166	4,030	2,211,287

Type of business	NORCO		NORWALK		NOVATO		OAKDALE	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	56	66,176	64	136,640	33	67,566	30	41,197
Home Furnishings and Appliance Stores	28	9,741	48	4,181	56	11,413	21	3,676
Bldg. Matrl. and Garden Equip. and Supplies	20	17,686	15	23,634	21	16,377	17	13,181
Food and Beverage Stores	29	20,792	65	41,731	34	47,012	24	19,450
Gasoline Stations	13	77,142	24	113,803	14	74,353	11	56,386
Clothing and Clothing Accessories Stores	26	3,195	95	21,222	61	35,434	17	1,193
General Merchandise Stores	6	#	42	180,865	7	147,754	6	#
Food Services and Drinking Places	87	48,413	188	84,244	128	69,492	58	24,433
Other Retail Group	275	58,535 #	560	38,601	608	83,347	155	33,533 #
Total Retail and Food Services	540	301,681	1,101	644,923	962	552,748	339	193,049
All Other Outlets	287	53,047	453	88,997	666	94,987	225	44,516
Totals All Outlets	827	354,729	1,554	733,920	1,628	647,735	564	237,566

Type of business	OAKLAND		OCEANSIDE		ONTARIO		ORANGE	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	274	322,398	126	103,315	253	722,249	216	344,513
Home Furnishings and Appliance Stores	310	127,565	132	81,201	254	254,397	225	101,101
Bldg. Matrl. and Garden Equip. and Supplies	132	152,601	52	104,226	132	119,409	84	171,729
Food and Beverage Stores	509	244,491	94	103,171	112	79,578	118	104,676
Gasoline Stations	115	463,784	42	199,862	71	433,611	45	210,695
Clothing and Clothing Accessories Stores	751	64,695	250	47,327	527	360,870	282	113,395
General Merchandise Stores	162	87,588	37	232,331	132	140,145	57	166,940
Food Services and Drinking Places	1,230	501,335	361	207,729	399	285,359	423	279,005
Other Retail Group	4,366	281,997	1,691	136,566	2,367	703,104	1,453	198,467
Total Retail and Food Services	7,849	2,246,454	2,785	1,215,730	4,247	3,098,722	2,903	1,690,521
All Other Outlets	3,132	1,063,871	1,195	226,660	2,061	1,747,417	1,952	904,539
Totals All Outlets	10,981	3,310,325	3,980	1,442,389	6,308	4,846,138	4,855	2,595,060

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

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

Type of business	OROVILLE		OXNARD		PALM DESERT		PALM SPRINGS	
	Permits	Taxable transactions						
Retail and Food Services								
Motor Vehicle and Parts Dealers	34	30,854	115	333,399	58	17,472	39	#
Home Furnishings and Appliance Stores	32	4,845	119	135,456	162	95,561	71	9,974
Bldg. Matrl. and Garden Equip. and Supplies	21	#	42	91,427	53	63,999	24	77,396
Food and Beverage Stores	21	21,624	146	92,803	36	47,242	36	42,565
Gasoline Stations	13	47,416	42	205,785	11	70,512	18	92,823
Clothing and Clothing Accessories Stores	29	2,709	184	78,669	364	172,869	121	33,871
General Merchandise Stores	5	#	53	273,984	35	340,762	16	#
Food Services and Drinking Places	76	33,720	350	188,368	201	150,093	230	160,993
Other Retail Group	202	105,680 #	1,211	108,097	1,421	132,548	765	192,866 #
Total Retail and Food Services	433	246,847	2,262	1,507,987	2,341	1,091,059	1,320	610,488
All Other Outlets	216	41,344	1,268	425,740	748	175,775	549	196,053
Totals All Outlets	649	288,191	3,530	1,933,728	3,089	1,266,834	1,869	806,540
Type of business	PALMDALE		PALO ALTO		PARAMOUNT		PASADENA	
	Permits	Taxable transactions						
Retail and Food Services								
Motor Vehicle and Parts Dealers	83	149,886	20	143,835	69	18,674	125	318,083
Home Furnishings and Appliance Stores	118	78,076	122	156,708	95	3,351	321	197,661
Bldg. Matrl. and Garden Equip. and Supplies	37	77,922	35	21,497	33	63,503	79	72,051
Food and Beverage Stores	57	78,730	39	34,648	55	40,807	115	140,100
Gasoline Stations	30	140,103	11	62,232	11	73,232	29	137,298
Clothing and Clothing Accessories Stores	213	94,418	147	246,447	509	14,924	482	206,741
General Merchandise Stores	71	296,542	15	152,591	174	#	121	212,204
Food Services and Drinking Places	235	160,599	266	240,320	111	35,933	549	375,106
Other Retail Group	834	89,221	817	102,576	2,859	84,664 #	2,652	518,755
Total Retail and Food Services	1,678	1,165,498	1,472	1,160,855	3,916	335,088	4,473	2,178,000
All Other Outlets	604	128,653	785	514,938	752	216,093	1,564	469,017
Totals All Outlets	2,282	1,294,151	2,257	1,675,793	4,668	551,180	6,037	2,647,017
Type of business	PASO ROBLES		PERRIS		PETALUMA		PICO RIVERA	
	Permits	Taxable transactions						
Retail and Food Services								
Motor Vehicle and Parts Dealers	53	80,293	51	31,436	51	175,838	35	8,096
Home Furnishings and Appliance Stores	46	16,859	43	7,404	72	13,241	50	27,645
Bldg. Matrl. and Garden Equip. and Supplies	26	52,316	21	#	31	25,958	17	50,044
Food and Beverage Stores	42	29,821	39	47,958	55	62,130	55	34,255
Gasoline Stations	25	90,817	14	92,109	19	90,496	14	64,519
Clothing and Clothing Accessories Stores	42	20,231	89	3,363	82	53,659	85	27,594
General Merchandise Stores	15	106,548	22	#	7	33,809	28	125,816
Food Services and Drinking Places	133	72,548	95	44,698	191	82,661	153	80,331
Other Retail Group	425	43,376	410	110,424 #	852	84,163	664	28,567
Total Retail and Food Services	807	512,809	784	337,392	1,360	621,954	1,101	446,866
All Other Outlets	463	100,807	253	179,552	732	183,871	370	170,154
Totals All Outlets	1,270	613,616	1,037	516,944	2,092	805,825	1,471	617,020
Type of business	PINOLE		PITTSBURG		PLACENTIA		PLACERVILLE	
	Permits	Taxable transactions						
Retail and Food Services								
Motor Vehicle and Parts Dealers	13	7,948	41	71,207	47	57,639	16	48,806
Home Furnishings and Appliance Stores	17	#	25	21,701	55	16,177	22	7,248
Bldg. Matrl. and Garden Equip. and Supplies	5	17,821	15	#	13	3,884	12	#
Food and Beverage Stores	18	25,031	37	38,855	26	20,098	19	16,707
Gasoline Stations	9	32,393	14	57,213	9	51,684	7	23,679
Clothing and Clothing Accessories Stores	19	10,670	43	19,797	43	11,203	27	3,266
General Merchandise Stores	7	44,720	20	64,067	11	5,385	6	5,917
Food Services and Drinking Places	69	46,768	102	58,699	118	57,409	76	31,373
Other Retail Group	165	63,111 #	267	66,832 #	318	43,460	249	66,096 #
Total Retail and Food Services	322	248,462	564	398,371	640	266,939	434	203,092
All Other Outlets	136	11,384	276	115,757	525	136,040	152	43,783
Totals All Outlets	458	259,846	840	514,129	1,165	402,979	586	246,875

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

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

Type of business	PLEASANT HILL		PLEASANTON		POMONA		PORTERVILLE	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	28	8,445	90	274,937	289	79,188	62	45,844
Home Furnishings and Appliance Stores	54	108,526	129	43,533	159	11,543	48	10,832
Bldg. Matrl. and Garden Equip. and Supplies	20	18,111	41	44,381	77	68,010	24	39,623
Food and Beverage Stores	26	33,025	53	55,152	129	69,381	26	27,109
Gasoline Stations	16	45,438	23	85,342	51	181,831	26	51,481
Clothing and Clothing Accessories Stores	34	32,762	199	176,378	303	13,851	96	11,135
General Merchandise Stores	10	75,293	28	223,037	138	46,522	23	102,892
Food Services and Drinking Places	113	81,181	248	140,907	342	116,608	100	49,878
Other Retail Group	333	76,535	999	101,232	1,840	96,687	333	23,401
Total Retail and Food Services	634	479,317	1,810	1,144,898	3,328	683,623	738	362,196
All Other Outlets	289	80,362	912	507,688	1,383	371,731	250	56,232
Totals All Outlets	923	559,680	2,722	1,652,586	4,711	1,055,354	988	418,428
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	116,823	171	50,176	145	32,342	10	#
Home Furnishings and Appliance Stores	53	13,372	115	76,990	152	133,542	36	37,387
Bldg. Matrl. and Garden Equip. and Supplies	25	46,510	53	91,181	65	82,388	3	#
Food and Beverage Stores	28	22,858	46	28,206	90	94,084	12	22,523
Gasoline Stations	12	59,705	27	87,806	38	180,125	3	#
Clothing and Clothing Accessories Stores	53	5,758	60	9,231	264	127,529	27	5,269
General Merchandise Stores	16	259,074	18	122,831	74	350,775	2	#
Food Services and Drinking Places	126	54,166	187	71,358	349	288,329	61	81,053
Other Retail Group	508	76,062	484	81,278	1,230	215,626	244	133,497 #
Total Retail and Food Services	865	654,328	1,161	619,057	2,407	1,504,740	398	279,730
All Other Outlets	625	238,719	753	305,168	1,373	457,957	151	75,473
Totals All Outlets	1,490	893,047	1,914	924,225	3,780	1,962,697	549	355,204
Type of business	RANCHO SANTA MARGARITA		RED BLUFF		REDDING		REDLANDS	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	30	72,829	22	21,089	138	219,219	60	168,024
Home Furnishings and Appliance Stores	85	10,355	16	4,140	118	70,685	66	15,723
Bldg. Matrl. and Garden Equip. and Supplies	20	#	18	#	81	127,307	32	89,180
Food and Beverage Stores	16	26,247	14	18,743	56	90,126	46	59,675
Gasoline Stations	6	43,249	15	51,865	50	179,396	15	78,094
Clothing and Clothing Accessories Stores	78	10,097	9	991	88	54,475	96	33,550
General Merchandise Stores	18	57,510	2	#	21	256,290	26	75,223
Food Services and Drinking Places	74	55,317	68	27,571	294	145,764	199	104,899
Other Retail Group	414	77,472 #	180	86,003 #	1,041	155,069	858	70,583
Total Retail and Food Services	741	353,076	344	210,402	1,887	1,298,331	1,398	694,952
All Other Outlets	426	83,968	201	31,251	1,102	316,277	547	115,056
Totals All Outlets	1,167	437,044	545	241,653	2,989	1,614,608	1,945	810,008
Type of business	REDONDO BEACH		REDWOOD CITY		RIALTO		RICHMOND	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	37	50,066	70	289,563	89	23,169	87	129,790
Home Furnishings and Appliance Stores	100	39,400	96	63,631	46	3,749	57	15,133
Bldg. Matrl. and Garden Equip. and Supplies	25	9,224	38	62,166	17	43,772	24	#
Food and Beverage Stores	73	66,880	67	76,448	65	41,928	75	31,840
Gasoline Stations	11	55,139	24	104,324	31	256,897	31	249,778
Clothing and Clothing Accessories Stores	233	141,993	89	40,889	80	17,582	146	37,489
General Merchandise Stores	57	92,673	20	187,411	17	#	26	240,893
Food Services and Drinking Places	248	155,812	254	121,109	128	66,163	165	57,261
Other Retail Group	871	71,955	572	108,199	409	116,521 #	588	93,045 #
Total Retail and Food Services	1,655	683,143	1,230	1,053,741	882	569,782	1,199	855,228
All Other Outlets	576	91,396	793	397,713	411	279,188	663	214,284
Totals All Outlets	2,231	774,538	2,023	1,451,454	1,293	848,970	1,862	1,069,512

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

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, 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	33,001	23	7,375	358	776,979	49	76,876
Home Furnishings and Appliance Stores	26	7,108	14	#	295	134,997	73	93,353
Bldg. Matrl. and Garden Equip. and Supplies	10	#	8	#	136	198,360	27	18,266
Food and Beverage Stores	15	21,873	15	13,217	199	181,870	32	23,765
Gasoline Stations	16	27,652	5	25,688	67	343,767	21	80,056
Clothing and Clothing Accessories Stores	20	1,961	17	4,080	559	223,198	43	5,399
General Merchandise Stores	10	#	6	55,526	139	387,519	11	15,247
Food Services and Drinking Places	64	32,814	46	25,039	646	365,803	109	57,456
Other Retail Group	238	91,835 #	72	71,169 #	3,291	276,797	441	55,260
Total Retail and Food Services	432	216,244	206	202,094	5,690	2,889,292	806	425,678
All Other Outlets	186	23,576	80	15,921	2,217	803,010	412	127,369
Totals All Outlets	618	239,821	286	218,015	7,907	3,692,302	1,218	553,047
Type of business	ROHNERT PARK		ROSEMEAD		ROSEVILLE		SACRAMENTO	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	16	11,792	59	19,265	149	856,575	489	259,294
Home Furnishings and Appliance Stores	40	33,783	63	9,829	211	222,311	454	232,782
Bldg. Matrl. and Garden Equip. and Supplies	9	#	17	1,317	84	131,747	180	249,593
Food and Beverage Stores	28	33,210	44	15,785	91	123,274	393	282,078
Gasoline Stations	11	35,780	9	37,266	36	194,165	123	484,980
Clothing and Clothing Accessories Stores	27	14,657	34	1,820	433	289,994	821	319,555
General Merchandise Stores	8	195,442	32	140,944	88	464,618	133	484,713
Food Services and Drinking Places	107	67,010	137	62,645	401	277,690	1,346	687,669
Other Retail Group	289	93,326 #	255	18,695	2,147	254,172	4,037	455,716
Total Retail and Food Services	535	485,000	650	307,565	3,640	2,814,546	7,976	3,456,380
All Other Outlets	331	88,557	298	33,232	1,058	436,499	3,515	1,491,067
Totals All Outlets	866	573,557	948	340,797	4,698	3,251,045	11,491	4,947,448
Type of business	SALINAS		SAN BERNARDINO		SAN BRUNO		SAN CARLOS	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	134	258,609	258	277,866	28	53,186	32	11,941
Home Furnishings and Appliance Stores	103	62,910	217	83,556	39	34,317	59	77,852
Bldg. Matrl. and Garden Equip. and Supplies	40	115,826	70	138,224	8	#	47	115,734
Food and Beverage Stores	124	103,881	198	113,827	33	20,054	18	13,323
Gasoline Stations	50	230,867	61	254,648	16	72,226	8	25,369
Clothing and Clothing Accessories Stores	216	96,837	526	99,964	78	54,922	52	30,876
General Merchandise Stores	33	256,196	188	392,381	14	117,497	5	3,280
Food Services and Drinking Places	320	165,413	485	246,243	138	84,118	104	50,066
Other Retail Group	752	113,321	3,079	151,229	243	82,887 #	382	79,915
Total Retail and Food Services	1,772	1,403,860	5,082	1,757,939	597	519,207	707	408,356
All Other Outlets	869	387,609	1,150	333,784	289	41,042	692	187,227
Totals All Outlets	2,641	1,791,469	6,232	2,091,723	886	560,249	1,399	595,583
Type of business	SAN CLEMENTE		SAN DIEGO		SAN DIMAS		SAN FERNANDO	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	49	14,702	1,226	1,720,348	28	4,692	48	22,700
Home Furnishings and Appliance Stores	131	29,481	1,639	1,064,083	36	14,599	91	6,724
Bldg. Matrl. and Garden Equip. and Supplies	26	#	423	735,040	14	#	22	#
Food and Beverage Stores	46	51,885	952	874,855	23	23,248	35	15,206
Gasoline Stations	15	105,482	330	1,527,002	11	48,178	7	15,700
Clothing and Clothing Accessories Stores	161	11,909	2,532	1,476,887	49	21,116	346	9,205
General Merchandise Stores	47	53,816	413	1,505,694	26	121,061	166	39,710
Food Services and Drinking Places	175	94,811	3,768	2,674,975	73	40,684	88	42,829
Other Retail Group	772	99,639 #	12,407	1,483,428	312	65,502 #	1,097	77,344 #
Total Retail and Food Services	1,422	461,725	23,690	13,062,313	572	339,080	1,900	229,419
All Other Outlets	769	98,349	11,790	4,816,619	416	171,999	365	53,018
Totals All Outlets	2,191	560,073	35,480	17,878,932	988	511,079	2,265	282,436

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

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

Type of business	SAN FRANCISCO		SAN GABRIEL		SAN JOSE		SAN JUAN CAPISTRANO	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	252	413,479	37	#	553	1,111,969	38	149,273
Home Furnishings and Appliance Stores	1,042	679,445	66	16,593	923	499,573	57	23,676
Bldg. Matrl. and Garden Equip. and Supplies	321	348,729	21	13,650	310	638,608	25	38,655
Food and Beverage Stores	1,156	617,920	55	15,553	637	445,843	21	14,593
Gasoline Stations	126	507,626	11	47,498	206	1,119,590	7	31,737
Clothing and Clothing Accessories Stores	2,331	1,499,912	107	30,197	1,189	745,384	71	24,805
General Merchandise Stores	273	700,755	37	553	183	1,087,928	28	#
Food Services and Drinking Places	4,233	2,812,995	188	72,017	2,084	1,220,032	87	51,398
Other Retail Group	7,653	1,390,897	420	45,920 #	6,430	860,225	525	109,015 #
Total Retail and Food Services	17,387	8,971,759	942	241,981	12,515	7,729,152	859	443,153
All Other Outlets	9,509	4,471,363	411	52,099	6,737	3,772,470	411	62,911
Totals All Outlets	26,896	13,443,121	1,353	294,080	19,252	11,501,623	1,270	506,064
Type of business	SAN LEANDRO		SAN LUIS OBISPO		SAN MARCOS		SAN MATEO	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	85	169,574	70	174,302	57	48,273	79	84,440
Home Furnishings and Appliance Stores	106	35,291	91	67,337	104	190,158	162	81,463
Bldg. Matrl. and Garden Equip. and Supplies	61	110,247	40	74,342	61	121,579	46	73,800
Food and Beverage Stores	77	49,538	45	54,729	46	46,639	87	82,097
Gasoline Stations	35	105,669	21	85,017	17	103,047	34	147,021
Clothing and Clothing Accessories Stores	153	124,390	120	80,562	69	45,664	241	169,211
General Merchandise Stores	29	305,949	14	126,079	13	155,508	26	153,540
Food Services and Drinking Places	279	110,923	185	122,777	201	114,768	350	183,963
Other Retail Group	589	98,557	590	121,504	691	85,430	1,025	174,942
Total Retail and Food Services	1,414	1,110,136	1,176	906,649	1,259	911,067	2,050	1,150,478
All Other Outlets	1,034	523,764	688	173,589	943	241,054	1,171	174,025
Totals All Outlets	2,448	1,633,900	1,864	1,080,237	2,202	1,152,121	3,221	1,324,503
Type of business	SAN RAFAEL		SAN RAMON		SANTA ANA		SANTA BARBARA	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	88	293,680	34	28,238	303	467,083	74	114,558
Home Furnishings and Appliance Stores	134	106,048	88	25,827	341	121,444	157	67,444
Bldg. Matrl. and Garden Equip. and Supplies	48	167,675	18	77,200	110	184,772	78	89,639
Food and Beverage Stores	58	73,058	28	47,786	293	180,390	112	115,665
Gasoline Stations	22	81,038	23	90,710	58	264,464	34	119,665
Clothing and Clothing Accessories Stores	121	33,604	75	10,726	429	221,940	274	178,809
General Merchandise Stores	20	58,027	14	#	121	238,107	45	71,912
Food Services and Drinking Places	227	99,684	147	83,297	752	307,748	382	289,072
Other Retail Group	897	137,104	494	117,598 #	1,456	249,954	1,732	171,137
Total Retail and Food Services	1,615	1,049,919	921	481,381	3,863	2,235,903	2,888	1,217,901
All Other Outlets	1,175	294,635	565	181,782	2,975	942,361	1,539	287,639
Totals All Outlets	2,790	1,344,554	1,486	663,164	6,838	3,178,264	4,427	1,505,540
Type of business	SANTA CLARA		SANTA CLARITA		SANTA CRUZ		SANTA FE SPRINGS	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	158	463,912	171	410,021	49	58,110	122	77,560
Home Furnishings and Appliance Stores	244	190,938	260	100,863	81	19,981	143	25,117
Bldg. Matrl. and Garden Equip. and Supplies	58	64,007	97	143,756	41	38,320	63	38,613
Food and Beverage Stores	101	81,430	120	112,553	74	62,976	39	20,551
Gasoline Stations	30	145,742	45	290,008	13	55,736	12	61,630
Clothing and Clothing Accessories Stores	108	76,819	461	106,526	119	42,344	395	16,870
General Merchandise Stores	30	191,289	156	399,553	12	#	184	72,462
Food Services and Drinking Places	452	269,201	444	274,607	232	143,938	133	60,892
Other Retail Group	966	124,015	2,444	167,790	919	204,009 #	2,722	85,017
Total Retail and Food Services	2,147	1,607,352	4,198	2,005,679	1,540	625,413	3,813	458,713
All Other Outlets	2,191	1,304,921	1,827	397,497	621	128,052	1,889	1,324,972
Totals All Outlets	4,338	2,912,273	6,025	2,403,176	2,161	753,465	5,702	1,783,685

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

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

(Taxable transactions in thousands of dollars)

Type of business	SANTA MARIA		SANTA MONICA		SANTA ROSA		SANTEE	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	98	200,837	82	436,981	130	339,168	68	30,614
Home Furnishings and Appliance Stores	73	39,006	228	125,334	175	161,291	40	28,733
Bldg. Matrl. and Garden Equip. and Supplies	50	118,854	49	57,304	82	144,802	23	69,786
Food and Beverage Stores	83	80,131	84	97,433	116	161,625	28	30,953
Gasoline Stations	21	121,261	18	111,001	52	239,026	13	47,731
Clothing and Clothing Accessories Stores	119	40,158	459	318,088	247	153,497	57	27,557
General Merchandise Stores	31	222,098	66	45,276	33	345,892	21	203,074
Food Services and Drinking Places	226	115,904	431	441,645	445	213,995	112	69,317
Other Retail Group	536	78,582	1,669	282,289	1,793	265,505	430	57,587
Total Retail and Food Services	1,237	1,016,831	3,086	1,915,351	3,073	2,024,800	792	565,354
All Other Outlets	797	320,182	1,390	617,129	1,705	389,277	430	110,437
Totals All Outlets	2,034	1,337,014	4,476	2,532,480	4,778	2,414,077	1,222	675,791
Type of business	SEAL BEACH		SEASIDE		SELMA		SHAFTER	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	12	#	46	191,042	28	89,574	11	19,411
Home Furnishings and Appliance Stores	27	18,578	20	6,009	19	4,223	11	#
Bldg. Matrl. and Garden Equip. and Supplies	6	1,679	13	#	11	#	5	#
Food and Beverage Stores	13	20,178	28	12,240	24	16,882	13	5,723
Gasoline Stations	8	48,124	7	22,800	5	17,963	11	22,942
Clothing and Clothing Accessories Stores	48	23,714	24	856	41	1,710	13	234
General Merchandise Stores	18	61,502	3	#	11	#	6	1,809
Food Services and Drinking Places	83	71,606	68	30,903	63	30,150	23	6,588
Other Retail Group	199	30,353 #	149	78,456 #	115	83,912 #	41	245,338 #
Total Retail and Food Services	414	275,733	358	342,305	317	244,413	134	302,045
All Other Outlets	160	97,711	151	52,963	130	37,328	77	319,940
Totals All Outlets	574	373,445	509	395,268	447	281,741	211	621,985
Type of business	SIMI VALLEY		SONOMA		SONORA		SOUTH EL MONTE	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	83	151,095	12	12,891	23	7,877	101	20,562
Home Furnishings and Appliance Stores	110	47,321	20	5,060	23	3,216	78	14,808
Bldg. Matrl. and Garden Equip. and Supplies	39	101,788	8	#	17	27,719	44	24,402
Food and Beverage Stores	75	81,014	29	31,257	9	21,495	36	13,037
Gasoline Stations	33	152,840	7	23,342	6	18,555	10	87,226
Clothing and Clothing Accessories Stores	143	50,236	34	8,211	39	7,638	143	#
General Merchandise Stores	46	251,404	6	#	5	#	65	907
Food Services and Drinking Places	262	157,843	54	37,741	53	18,507	69	22,425
Other Retail Group	980	97,979	254	49,121 #	240	85,926 #	701	17,248 #
Total Retail and Food Services	1,771	1,091,521	424	167,622	415	190,933	1,247	200,615
All Other Outlets	1,180	183,199	251	27,223	177	17,102	868	133,843
Totals All Outlets	2,951	1,274,720	675	194,845	592	208,034	2,115	334,458
Type of business	SOUTH GATE		SOUTH LAKE TAHOE		SOUTH SAN FRANCISCO		STANTON	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	127	69,761	23	12,864	54	25,025	51	23,583
Home Furnishings and Appliance Stores	59	2,573	26	3,777	61	40,561	25	#
Bldg. Matrl. and Garden Equip. and Supplies	21	2,128	23	15,593	29	61,800	18	42,946
Food and Beverage Stores	83	28,756	31	43,870	50	36,880	40	17,496
Gasoline Stations	23	82,629	11	31,016	28	92,109	11	49,636
Clothing and Clothing Accessories Stores	90	17,104	64	23,685	42	#	48	2,090
General Merchandise Stores	48	98,278	6	#	15	#	15	#
Food Services and Drinking Places	171	57,240	133	65,367	192	106,398	106	39,137
Other Retail Group	427	22,046	215	45,794 #	305	295,266 #	138	45,271 #
Total Retail and Food Services	1,049	380,515	532	241,967	776	658,038	452	220,158
All Other Outlets	576	130,742	267	49,105	805	337,395	295	52,671
Totals All Outlets	1,625	511,257	799	291,072	1,581	995,433	747	272,830

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

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

Type of business	STOCKTON		SUNNYVALE		TEMECULA		THOUSAND OAKS	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	256	334,631	52	296,937	112	322,715	105	498,592
Home Furnishings and Appliance Stores	211	83,420	137	127,289	129	67,526	167	130,976
Bldg. Matrl. and Garden Equip. and Supplies	87	200,646	33	157,203	56	99,657	48	90,968
Food and Beverage Stores	269	167,604	93	72,810	60	71,194	70	114,831
Gasoline Stations	78	288,806	30	128,113	26	196,542	29	168,033
Clothing and Clothing Accessories Stores	363	138,753	101	37,572	219	119,186	228	167,791
General Merchandise Stores	68	424,748	15	184,228	40	362,572	48	145,778
Food Services and Drinking Places	605	273,821	357	200,970	322	237,997	324	247,635
Other Retail Group	1,574	336,353	933	130,517	1,087	149,402	1,411	225,215
Total Retail and Food Services	3,511	2,248,782	1,751	1,335,640	2,051	1,626,792	2,430	1,789,820
All Other Outlets	1,540	618,625	1,298	978,531	988	553,511	1,528	402,705
Totals All Outlets	5,051	2,867,407	3,049	2,314,171	3,039	2,180,304	3,958	2,192,525
Type of business	TORRANCE		TRACY		TRUCKEE		TULARE	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	145	565,031	68	152,558	17	8,853	57	65,839
Home Furnishings and Appliance Stores	345	226,082	68	69,881	28	11,054	41	7,989
Bldg. Matrl. and Garden Equip. and Supplies	88	149,917	28	48,572	23	33,237	29	53,704
Food and Beverage Stores	116	113,168	50	46,934	16	20,491	39	37,027
Gasoline Stations	42	211,428	25	152,205	10	34,726	27	122,839
Clothing and Clothing Accessories Stores	867	231,181	117	43,308	38	8,015	117	58,593
General Merchandise Stores	321	431,860	22	162,641	5	#	22	92,383
Food Services and Drinking Places	493	344,441	164	96,823	63	33,266	140	60,590
Other Retail Group	4,372	338,969	419	56,267	238	35,447 #	326	32,307
Total Retail and Food Services	6,789	2,612,076	961	829,188	438	185,089	798	531,271
All Other Outlets	2,031	736,349	421	99,552	184	39,393	342	137,144
Totals All Outlets	8,820	3,348,425	1,382	928,740	622	224,482	1,140	668,415
Type of business	TURLOCK		TUSTIN		UKIAH		UNION CITY	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	93	61,579	39	335,458	24	40,352	23	10,600
Home Furnishings and Appliance Stores	73	16,105	133	130,725	18	7,236	50	#
Bldg. Matrl. and Garden Equip. and Supplies	29	67,988	23	68,929	18	59,100	19	57,992
Food and Beverage Stores	49	45,316	67	74,366	19	25,524	49	30,950
Gasoline Stations	28	117,390	18	104,183	11	34,297	13	46,155
Clothing and Clothing Accessories Stores	81	34,572	140	96,688	32	12,966	50	4,383
General Merchandise Stores	19	211,072	27	261,861	6	72,151	17	#
Food Services and Drinking Places	172	96,276	216	161,402	81	36,408	128	79,520
Other Retail Group	430	71,350	654	145,245	262	37,134	324	180,932 #
Total Retail and Food Services	974	721,646	1,317	1,378,857	471	325,169	673	410,532
All Other Outlets	479	154,498	906	249,124	222	35,530	471	321,275
Totals All Outlets	1,453	876,144	2,223	1,627,981	693	360,699	1,144	731,806
Type of business	UPLAND		VACAVILLE		VALLEJO		VENTURA	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	121	91,705	61	164,023	89	148,291	128	237,662
Home Furnishings and Appliance Stores	102	27,387	69	59,021	67	41,652	155	60,332
Bldg. Matrl. and Garden Equip. and Supplies	52	103,093	28	85,354	23	62,117	79	134,325
Food and Beverage Stores	51	40,685	53	56,670	85	57,064	102	87,229
Gasoline Stations	23	92,379	31	125,055	40	126,445	41	164,781
Clothing and Clothing Accessories Stores	106	16,816	143	202,442	101	36,312	272	101,171
General Merchandise Stores	39	133,026	22	202,764	20	144,223	88	194,220
Food Services and Drinking Places	192	92,264	180	130,704	220	105,250	399	209,414
Other Retail Group	639	94,746	547	91,365	719	75,441	2,387	158,430
Total Retail and Food Services	1,325	692,099	1,134	1,117,398	1,364	796,794	3,651	1,347,565
All Other Outlets	724	146,977	472	151,565	516	122,714	1,619	296,334
Totals All Outlets	2,049	839,076	1,606	1,268,963	1,880	919,508	5,270	1,643,898

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

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

Type of business	VICTORVILLE		VISALIA		VISTA		WALNUT CREEK	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	121	268,660	124	170,946	74	94,486	75	338,393
Home Furnishings and Appliance Stores	128	72,585	127	74,021	73	12,816	114	68,998
Bldg. Matrl. and Garden Equip. and Supplies	40	76,055	66	101,306	56	116,548	32	35,819
Food and Beverage Stores	65	71,110	59	71,574	69	59,318	39	71,051
Gasoline Stations	35	162,927	37	110,561	25	128,480	26	101,667
Clothing and Clothing Accessories Stores	228	74,954	196	96,401	75	28,966	158	224,027
General Merchandise Stores	84	252,052	39	334,371	27	197,882	16	137,824
Food Services and Drinking Places	238	134,721	283	175,507	211	99,389	223	176,576
Other Retail Group	1,224	97,124	766	143,239	738	79,523	838	117,173
Total Retail and Food Services	2,163	1,210,187	1,697	1,277,926	1,348	817,409	1,521	1,271,526
All Other Outlets	536	142,712	951	524,815	996	258,101	787	237,290
Totals All Outlets	2,699	1,352,900	2,648	1,802,741	2,344	1,075,510	2,308	1,508,815
Type of business	WATSONVILLE		WEST COVINA		WEST HOLLYWOOD		WEST SACRAMENTO	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	47	67,267	58	255,969	18	#	79	39,744
Home Furnishings and Appliance Stores	37	9,106	95	55,198	156	130,683	38	#
Bldg. Matrl. and Garden Equip. and Supplies	27	51,061	18	#	26	24,056	30	69,075
Food and Beverage Stores	56	36,205	72	45,896	57	113,442	45	49,565
Gasoline Stations	18	62,148	18	94,715	7	28,688	22	81,505
Clothing and Clothing Accessories Stores	68	17,699	177	109,421	209	71,034	42	#
General Merchandise Stores	15	60,228	61	168,267	21	#	7	94,705
Food Services and Drinking Places	125	58,290	227	140,542	235	284,304	102	41,888
Other Retail Group	333	39,408	518	107,138 #	603	221,565 #	254	135,494 #
Total Retail and Food Services	726	401,411	1,244	977,145	1,332	873,773	619	511,976
All Other Outlets	423	114,819	435	111,658	618	149,088	573	620,140
Totals All Outlets	1,149	516,230	1,679	1,088,803	1,950	1,022,861	1,192	1,132,116
Type of business	WESTMINSTER		WHITTIER		WINDSOR		WOODLAND	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	77	190,120	73	40,484	10	8,503	50	63,410
Home Furnishings and Appliance Stores	128	79,418	78	10,881	18	3,729	45	22,298
Bldg. Matrl. and Garden Equip. and Supplies	34	77,280	35	47,983	12	#	34	55,136
Food and Beverage Stores	126	55,030	68	56,792	17	16,681	41	39,210
Gasoline Stations	21	124,124	17	76,154	6	28,564	18	70,407
Clothing and Clothing Accessories Stores	259	79,023	126	38,163	20	732	58	20,544
General Merchandise Stores	47	238,337	69	95,244	2	#	17	138,179
Food Services and Drinking Places	288	108,331	220	112,222	57	28,114	128	51,258
Other Retail Group	624	80,903	1,067	72,740	204	115,514 #	328	55,054
Total Retail and Food Services	1,604	1,032,567	1,753	550,664	346	201,837	719	515,497
All Other Outlets	677	97,743	633	119,780	243	67,815	448	245,081
Totals All Outlets	2,281	1,130,310	2,386	670,445	589	269,652	1,167	760,578
Type of business	YORBA LINDA		YUBA CITY		YUCAIPA		YUCCA VALLEY	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	35	8,379	77	100,145	52	21,958	37	30,110
Home Furnishings and Appliance Stores	90	91,513	60	23,857	33	2,284	20	3,532
Bldg. Matrl. and Garden Equip. and Supplies	34	10,633	28	84,459	21	9,784	13	#
Food and Beverage Stores	22	28,870	56	50,468	24	26,374	14	27,356
Gasoline Stations	7	41,342	25	56,402	12	58,833	11	37,249
Clothing and Clothing Accessories Stores	92	6,558	95	43,817	34	#	20	2,107
General Merchandise Stores	16	95,773	23	206,711	9	6,689	7	#
Food Services and Drinking Places	87	59,623	154	82,834	81	34,770	46	26,004
Other Retail Group	507	54,475	416	76,176	391	30,837 #	328	102,474 #
Total Retail and Food Services	890	397,167	934	724,869	657	191,529	496	228,831
All Other Outlets	550	78,952	465	133,682	231	22,656	172	13,966
Totals All Outlets	1,440	476,118	1,399	858,552	888	214,185	668	242,798

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, 2010
(Taxable transactions in thousands of dollars)

City	Retail and food services		Total outlets		City	Retail and food services		Total outlets	
	Permits	Taxable Transactions	Permits	Taxable Transactions		Permits	Taxable Transactions	Permits	Taxable Transactions
ADELANTO	134	38,223	246	96,761	GALT	1,597	90,583	1,782	122,280
ALBANY	351	160,312	513	191,439	GONZALES	81	17,859	123	47,915
ALTURAS	93	33,212	156	42,021	GRAND TERRACE	148	35,019	194	74,987
AMADOR	27	#	29	758 #	GREENFIELD	115	46,814	163	69,726
AMERICAN CANYON	196	148,377	328	170,602	GRIDLEY	129	68,942	180	81,660
ANDERSON	279	151,916	421	180,488	GROVER BEACH	216	68,315	371	85,740
ANGELS CAMP	125	48,811	181	53,770	GUADALUPE	51	12,110	72	19,744
ARCATA	550	133,621	778	177,820	GUSTINE	67	12,952	98	16,224
ARTESIA	406	136,852	552	157,543	HALF MOON BAY	334	134,212	495	173,779
ARVIN	110	28,512	143	54,550	HAWAIIAN GARDENS	184	49,359	264	56,515
ATHERTON	111	5,116	182	12,829	HERCULES	188	76,796	244	114,753
ATWATER	294	157,955	413	193,734	HIDDEN HILLS	33	440	43	954
AVALON	172	50,880	218	55,742	HIGHLAND	438	149,044	575	161,183
AVENAL	66	14,979	79	17,966	HILLSBOROUGH	128	1,230	203	6,050
BANNING	340	133,218	471	146,742	HOLTVILLE	43	12,735	64	30,277
BELL	396	116,747	564	159,123	HUGHSON	69	12,371	102	36,674
BELL GARDENS	404	168,271	627	187,316	HURON	50	10,044	68	12,156
BELMONT	359	165,027	613	227,585	IMPERIAL	89	79,286	162	123,543
BELVEDERE	38	877	81	5,277	IMPERIAL BEACH	263	64,779	354	68,976
BIG BEAR LAKE	406	140,117	519	151,962	INDIAN WELLS	140	30,061	204	74,996
BIGGS	8	1,291	15	1,394	IONE	78	6,723	104	13,674
BISHOP	271	133,697	398	162,804	IRWINDALE	248	122,819	622	355,446
BLUE LAKE	24	564	36	1,330	ISLETON	37	1,994	44	9,374
BLYTHE	165	122,611	262	135,094	JACKSON	199	48,598	280	56,272
BRADBURY	11	148	16	189	KERMAN	144	73,451	196	92,070
BRAWLEY	156	107,311	284	166,976	KING CITY	246	65,422	336	95,086
BRISBANE	91	69,846	241	382,578	KINGSBURG	144	58,565	224	79,663
BUELLTON	139	110,477	259	130,532	LA CANADA-FLINTRIDGE	362	162,965	543	183,352
CALIFORNIA CITY	102	24,173	129	25,342	LA HABRA HEIGHTS	50	501	77	2,740
CALIMESA	116	45,792	159	51,057	LA PALMA	171	198,582	269	263,001
CALIPATRIA	17	6,636	28	7,311	LAFAYETTE	580	168,281	906	203,198
CALISTOGA	164	46,981	256	65,441	LAGUNA WOODS	155	67,803	200	72,815
CANYON LAKE	166	9,872	222	14,010	LAKEPORT	208	91,619	305	103,571
CARMEL	421	148,153	562	161,923	LARKSPUR	297	139,223	488	163,203
CARPINTERIA	331	101,128	514	145,290	LATHROP	121	154,839	201	198,512
CHOWCHILLA	141	66,513	204	82,455	LEMOORE	199	95,790	282	137,092
CLAYTON	114	27,190	159	31,319	LINDSAY	139	46,203	194	56,044
CLEARLAKE	188	106,273	253	111,458	LIVE OAK	65	16,046	81	21,217
CLOVERDALE	157	43,484	242	48,973	LIVINGSTON	94	86,398	118	96,461
COALINGA	116	54,892	178	72,265	LOMA LINDA	224	232,400	328	306,192
COLFAX	108	36,044	148	46,832	LOMITA	426	119,794	579	135,674
COLMA	95	570,890	156	616,231	LOOMIS	184	37,491	297	69,416
COLUSA	113	63,441	176	96,610	LOS ALAMITOS	354	140,754	634	201,418
CORCORAN	103	37,682	167	79,706	LOS ALTOS HILLS	105	1,450	159	6,836
CORNING	130	193,153	183	202,084	LOYALTON	15	2,856	22	3,569
CORONADO	375	115,422	558	204,458	MAMMOTH LAKES	248	114,652	360	151,731
COTATI	208	119,919	314	134,128	MARICOPA	12	#	13	2,483 #
CRESCENT CITY	162	74,243	245	91,097	MARINA	228	165,955	349	177,680
CUDAHY	395	55,524	486	91,914	MARYSVILLE	245	108,257	348	146,451
DEL MAR	908	99,635	1,173	128,720	MAYWOOD	237	72,331	358	93,386
DEL REY OAKS	22	22,835	41	26,600	MC FARLAND	80	16,901	103	21,457
DESERT HOT SPRINGS	304	82,806	401	89,328	MENDOTA	93	26,377	116	47,659
DINUBA	232	361,003	343	410,279	MILL VALLEY	471	161,453	785	187,038
DORRIS	15	1,762	23	2,526	MILLBRAE	331	168,158	490	191,993
DOS PALOS	64	11,476	93	32,118	MONTAGUE	36	3,650	47	5,336
DUNSMUIR	57	5,957	78	6,440	MONTE SERENO	43	1,095	58	1,148
EAST PALO ALTO	121	244,144	157	250,931	MORAGA	246	72,537	346	78,752
ESCALON	108	40,483	161	53,364	MORRO BAY	384	110,204	512	119,777
ETNA	31	3,847	44	4,541	MOUNT SHASTA	222	55,617	311	71,441
EXETER	142	47,668	214	55,580	NEEDLES	68	30,552	110	33,481
FAIRFAX	226	32,951	329	36,899	NEVADA CITY	259	41,141	356	65,724
FARMERSVILLE	102	34,617	130	38,045	NEWMAN	82	21,434	118	35,143
FERNDALE	76	9,832	106	11,532	OAKLEY	290	92,756	407	124,283
FILLMORE	153	67,043	231	74,012	OJAI	374	66,461	552	88,593
FIREBAUGH	68	24,136	106	66,491	ORANGE COVE	55	11,369	70	13,627
FORT BRAGG	284	113,109	413	130,007	ORINDA	327	65,502	514	76,778
FORT JONES	33	7,891	50	8,766	ORLAND	167	59,910	236	68,105
FORTUNA	269	96,410	387	124,011	PACIFIC GROVE	471	101,035	649	116,886
FOSTER CITY	360	207,822	610	373,617	PACIFICA	473	134,598	727	147,574
FOWLER	87	46,768	130	88,667	PALOS VERDES ESTATES	197	9,689	293	17,602

TABLE 6. TAXABLE SALES IN ALL CITIES EXCEPT THE 272 LARGEST, 2010
(Taxable transactions in thousands of dollars)

City	Retail and food services		Total outlets		City	Retail and food services		Total outlets	
	Permits	Taxable Transactions	Permits	Taxable Transactions		Permits	Taxable Transactions	Permits	Taxable Transactions
PARADISE	616	128,477	862	140,991	SOLEDAD	128	43,317	169	47,218
PARLIER	88	24,239	110	27,968	SOLVANG	259	66,077	358	86,273
PATTERSON	182	97,143	248	117,785	SOUTH PASADENA	439	126,300	651	147,688
PIEDMONT	118	10,731	192	11,922	ST. HELENA	264	119,131	491	181,574
PISMO BEACH	332	180,209	418	190,624	SUISUN	229	72,549	311	76,425
PLYMOUTH	47	8,957	69	11,309	SUSANVILLE	169	107,687	274	116,761
POINT ARENA	39	6,536	48	7,106	SUTTER CREEK	133	14,719	176	16,849
PORT HUENEME	190	68,154	282	76,779	TAFT	172	77,665	252	135,072
PORTOLA	74	10,903	105	14,954	TEHACHAPI	316	126,053	418	135,051
PORTOLA VALLEY	78	9,078	133	12,756	TEHAMA	5	#	5	115 #
RANCHO PALOS VERDES	486	115,056	680	153,909	TEMPLE CITY	458	124,458	707	140,616
REEDLEY	239	99,208	382	127,153	TIBURON	188	29,609	325	35,452
RIO DELL	39	9,076	57	12,650	TRINIDAD	28	8,302	36	8,354
RIO VISTA	118	45,782	185	71,723	TULELAKE	12	1,792	18	11,445
RIPON	158	135,776	234	154,352	TWENTYNINE PALMS	221	88,659	312	99,725
ROLLING HILLS	22	#	31	185 #	VERNON	238	57,319	1,025	351,059
ROLLING HILLS ESTATES	348	97,061	473	108,313	VILLA PARK	67	10,613	124	11,679
ROSS	46	1,782	88	2,837	WALNUT	573	110,181	1,064	147,022
SAN ANSELMO	409	76,651	648	88,322	WASCO	166	77,589	224	93,521
SAN JACINTO	396	158,283	586	182,110	WATERFORD	73	22,249	93	31,199
SAN JOAQUIN	22	6,116	32	20,731	WEED	87	41,923	116	42,909
SAN JUAN BAUTISTA	151	9,750	177	10,726	WESTLAKE VILLAGE	379	201,557	692	248,093
SAN MARINO	215	26,512	336	33,393	WESTMORLAND	17	#	20	13,175 #
SAN PABLO	322	125,325	439	142,225	WHEATLAND	40	10,191	50	14,266
SAND CITY	60	170,620	126	194,692	WILDOMAR	313	96,827	426	104,184
SANGER	246	125,301	365	143,664	WILLIAMS	79	44,205	107	48,862
SANTA PAULA	285	122,886	493	160,460	WILLITS	199	97,501	296	118,171
SARATOGA	404	67,199	616	86,429	WILLOWS	108	71,457	162	94,462
SAUSALITO	483	102,657	809	125,594	WINTERS	102	27,792	144	30,129
SCOTTS VALLEY	320	123,048	522	156,356	WOODLAKE	69	12,977	93	22,233
SEBASTOPOL	410	105,591	583	123,806	WOODSIDE	110	32,441	188	41,752
SHASTA LAKE	127	21,850	201	41,877	YOUNTVILLE	67	60,369	130	70,523
SIERRA MADRE	238	17,776	336	22,197	YREKA	251	118,178	398	134,948
SIGNAL HILL	359	710,597	735	860,872					
SOLANA BEACH	536	192,660	836	241,650					

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 self-assessed taxable sales by the population estimates of the State Department of Finance for July 1. The populations used were 37,077,204 for 2009 and 37,318,481 for 2010.

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

Notes concerning permits:

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

Table 3 to Table 5 Conversion Chart

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