

## RIVERSIDE COUNTY FIRST QUARTER 2010 TAXABLE SALES

(Taxable transactions in thousands of dollars)

TYPE OF BUSINESS	BANNING		BEAUMONT		BLYTHE		CALIMESA		CANYON LAKE		CATHEDRAL CITY		COACHELLA	
	Pmts.	Val.	Pmts.	Val.	Pmts.	Val.	Pmts.	Val.	Pmts.	Val.	Pmts.	Val.	Pmts.	Val.
RETAIL & FOOD SERVICES														
Motor Vehicle & Parts Dealers	30	6,752	28	5,933	15	4,210	7	#	8	271	58	54,878	20	3,592
Home Furn. & Appl. Stores	14	280	21	5,399	8	1,135	7	81	8	73	48	4,774	16	478
Bldg. Matrl. & Garden Equip. & Supp.	14	104	14	#	5	#	---	---	2	#	15	1,785	7	1,046
Food & Beverage Stores	17	2,268	20	4,616	12	2,844	6	1,901	4	445	35	8,199	27	9,435
Gasoline Stations	9	9,956	7	7,997	14	9,478	4	3,711	---	---	18	18,262	11	24,741
Clothing & Accessories Stores	15	178	28	#	4	182	7	240	7	#	38	2,198	26	1,608
General Merchandise Stores	11	2,237	11	17,991	4	#	2	#	3	#	12	7,972	1	#
Food Services & Drinking Places	55	7,714	56	7,364	44	5,291	21	2,716	9	714	120	13,095	59	6,291
Other Retail Group	144	3,110	380	13,789	51	8,256	57	675	112	1,116	305	7,376	86	2,347
RETAIL & FOOD SERVICES TOTAL	309	32,599	565	63,087	157	31,395	111	9,324	153	2,619	649	118,540	253	49,539
ALL OTHER OUTLETS	126	3,326	132	6,168	97	2,866	46	1,566	52	2,063	326	20,333	86	15,295
<b>TOTALS ALL OUTLETS</b>	<b>435</b>	<b>35,924</b>	<b>697</b>	<b>69,255</b>	<b>254</b>	<b>34,260</b>	<b>157</b>	<b>10,890</b>	<b>205</b>	<b>4,682</b>	<b>975</b>	<b>138,873</b>	<b>339</b>	<b>64,834</b>

TYPE OF BUSINESS	CORONA		DS. HOT SP.		HEMET		INDIAN WELLS		INDIO		LAKE ELSINORE		LA QUINTA	
	Pmts.	Val.	Pmts.	Val.	Pmts.	Val.	Pmts.	Val.	Pmts.	Val.	Pmts.	Val.	Pmts.	Val.
RETAIL & FOOD SERVICES														
Motor Vehicle & Parts Dealers	198	53,595	7	1,124	61	46,684	---	---	79	34,699	55	17,554	14	10,063
Home Furn. & Appl. Stores	194	20,950	10	431	57	3,276	8	#	75	10,440	42	2,204	42	11,384
Bldg. Matrl. & Garden Equip. & Supp.	68	29,571	4	425	18	16,450	1	#	44	11,826	11	11,293	15	16,625
Food & Beverage Stores	77	20,757	16	4,251	49	9,355	1	#	48	10,460	35	7,646	19	12,489
Gasoline Stations	41	60,644	4	5,080	27	22,765	---	---	12	14,634	18	23,410	4	7,156
Clothing & Accessories Stores	203	18,327	11	#	61	7,934	8	222	169	5,761	91	8,498	63	6,509
General Merchandise Stores	52	72,846	4	#	33	28,069	---	---	43	8,677	20	31,551	11	54,534
Food Services & Drinking Places	324	50,947	37	3,467	180	22,497	12	6,344	178	17,508	119	15,655	97	25,009
Other Retail Group	1,133	28,498	122	5,541	434	13,089	89	5,594	1,077	10,199	392	8,982	515	11,786
RETAIL & FOOD SERVICES TOTAL	2,290	356,134	215	20,317	920	170,119	119	12,161	1,725	124,203	783	126,792	780	155,555
ALL OTHER OUTLETS	1,389	193,234	84	1,516	381	17,205	63	15,437	414	22,794	329	14,076	314	21,996
<b>TOTALS ALL OUTLETS</b>	<b>3,679</b>	<b>549,368</b>	<b>299</b>	<b>21,833</b>	<b>1,301</b>	<b>187,324</b>	<b>182</b>	<b>27,598</b>	<b>2,139</b>	<b>146,997</b>	<b>1,112</b>	<b>140,869</b>	<b>1,094</b>	<b>177,551</b>

TYPE OF BUSINESS	MENIFEE		MORENO VALLEY		MURRIETA		NORCO		PALM DESERT		PALM SPRINGS		PERRIS	
	Pmts.	Val.	Pmts.	Val.	Pmts.	Val.	Pmts.	Val.	Pmts.	Val.	Pmts.	Val.	Pmts.	Val.
RETAIL & FOOD SERVICES														
Motor Vehicle & Parts Dealers	27	3,612	88	29,525	83	13,460	54	14,234	52	4,702	38	#	50	7,819
Home Furn. & Appl. Stores	25	#	90	5,677	107	21,131	23	2,202	153	25,288	67	2,626	39	1,963
Bldg. Matrl. & Garden Equip. & Supp.	24	#	36	20,908	33	18,127	20	4,231	51	15,488	22	20,235	19	#
Food & Beverage Stores	18	9,249	74	19,299	38	11,582	25	4,813	32	12,862	37	10,686	41	11,301
Gasoline Stations	12	14,264	37	37,557	27	28,160	15	17,917	12	16,336	19	24,583	15	20,983
Clothing & Accessories Stores	34	6,418	190	16,845	97	6,083	25	707	349	50,012	114	9,767	70	803
General Merchandise Stores	8	12,057	43	51,616	23	42,161	4	#	33	88,809	14	#	14	#
Food Services & Drinking Places	56	11,244	252	37,784	163	22,793	90	11,792	199	46,302	228	46,567	90	11,136
Other Retail Group	308	19,601	723	15,018	693	19,607	253	13,966	1,364	41,328	728	49,934	330	27,288
RETAIL & FOOD SERVICES TOTAL	512	76,445	1,533	234,228	1,264	183,105	509	69,863	2,245	301,129	1,267	164,399	668	81,293
ALL OTHER OUTLETS	196	8,375	467	16,855	626	28,535	283	12,862	732	46,891	533	60,684	233	39,408
<b>TOTALS ALL OUTLETS</b>	<b>708</b>	<b>84,820</b>	<b>2,000</b>	<b>251,083</b>	<b>1,890</b>	<b>211,640</b>	<b>792</b>	<b>82,725</b>	<b>2,977</b>	<b>348,020</b>	<b>1,800</b>	<b>225,083</b>	<b>901</b>	<b>120,701</b>

TYPE OF BUSINESS	RANCHO MIRAGE		RIVERSIDE		SAN JACINTO		TEMECULA		WILDOMAR	
	Pmts.	Val.	Pmts.	Val.	Pmts.	Val.	Pmts.	Val.	Pmts.	Val.
RETAIL & FOOD SERVICES										
Motor Vehicle & Parts Dealers	10	14,562	334	183,769	40	2,362	107	72,026	18	179
Home Furn. & Appl. Stores	36	10,657	271	29,931	16	185	124	15,777	24	645
Bldg. Matrl. & Garden Equip. & Supp.	6	#	127	49,358	16	153	53	24,865	9	726
Food & Beverage Stores	11	6,297	195	41,885	23	4,504	59	16,718	11	4,181
Gasoline Stations	4	4,298	74	80,413	6	8,114	29	45,799	6	11,943
Clothing & Accessories Stores	26	1,533	471	49,502	32	211	196	25,129	12	#
General Merchandise Stores	2	#	108	86,754	12	#	39	77,616	---	---
Food Services & Drinking Places	64	24,063	643	92,424	50	5,872	318	59,087	35	4,653
Other Retail Group	219	17,171	2,861	63,927	173	16,188	1,001	36,174	177	1,471
RETAIL & FOOD SERVICES TOTAL	378	78,581	5,084	677,962	368	37,588	1,926	373,190	292	23,797
ALL OTHER OUTLETS	149	21,637	2,161	183,943	185	4,865	954	134,068	103	1,768
<b>TOTALS ALL OUTLETS</b>	<b>527</b>	<b>100,218</b>	<b>7,245</b>	<b>861,905</b>	<b>553</b>	<b>42,453</b>	<b>2,880</b>	<b>507,258</b>	<b>395</b>	<b>25,565</b>

### RIVERSIDE COUNTY TOTALS:

TYPE OF BUSINESS	Pmts.	Val.
RETAIL & FOOD SERVICES		
Motor Vehicle & Parts Dealers	1,775	621,109
Home Furn. & Appl. Stores	1,731	215,967
Bldg. Matrl. & Garden Equip. & Supp.	866	308,977
Food & Beverage Stores	1,135	305,333
Gasoline Stations	516	625,772
Clothing & Accessories Stores	2,691	328,331
General Merchandise Stores	588	683,118
Food Services & Drinking Places	3,959	606,809
Other Retail Group	16,365	393,486
RETAIL & FOOD SERVICES TOTAL	29,626	4,088,902
ALL OTHER OUTLETS	12,682	1,465,855
<b>TOTALS ALL OUTLETS</b>	<b>42,308</b>	<b>5,554,757</b>

PRODUCED BY: **RIVERSIDE COUNTY ECONOMIC DEVELOPMENT AGENCY**  
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SOURCE: California State Board of Equalization  
 Sacramento, California



NOTES:

# Sales totals for some classes of retail businesses are not shown because their publication would result in confidential information disclosure. These totals are included with "other retail stores".

Detail may not compute to the total due to rounding.