

## RIVERSIDE COUNTY SECOND 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	37	6,573	29	4,817	15	4,780	7	#	8	300	63	59,209	21	3,280
Home Furn. & Appl. Stores	15	221	25	5,048	8	916	6	49	9	72	52	3,808	13	828
Bldg. Matrl. & Garden Equip. & Supp.	15	205	17	#	6	#	1	#	1	#	15	1,317	5	884
Food & Beverage Stores	18	2,471	20	5,058	13	2,735	7	2,056	5	494	39	8,174	29	11,538
Gasoline Stations	9	10,057	6	11,129	14	10,071	4	5,204	---	---	17	17,920	9	23,842
Clothing & Accessories Stores	19	206	36	#	4	157	7	257	8	#	36	2,026	28	1,905
General Merchandise Stores	10	2,548	14	#	5	#	2	#	3	#	12	7,151	1	#
Food Services & Drinking Places	55	7,758	60	7,777	46	5,118	21	3,621	9	782	116	12,503	60	6,381
Other Retail Group	162	2,712	522	32,404	54	6,979	61	731	123	982	329	6,231	91	2,303
RETAIL & FOOD SERVICES TOTAL	340	32,751	729	66,234	165	30,756	116	11,918	166	2,630	679	118,340	257	50,960
ALL OTHER OUTLETS	131	3,542	149	7,408	97	3,577	43	1,207	56	389	338	20,026	87	16,281
<b>TOTALS ALL OUTLETS</b>	<b>471</b>	<b>36,292</b>	<b>878</b>	<b>73,642</b>	<b>262</b>	<b>34,333</b>	<b>159</b>	<b>13,124</b>	<b>222</b>	<b>3,018</b>	<b>1,017</b>	<b>138,366</b>	<b>344</b>	<b>67,241</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	210	56,649	10	901	67	53,014	---	---	78	34,420	59	20,305	17	9,481
Home Furn. & Appl. Stores	200	21,428	11	348	61	3,094	10	#	87	8,184	46	2,259	43	8,759
Bldg. Matrl. & Garden Equip. & Supp.	78	34,240	4	399	21	16,896	1	#	48	11,436	15	12,250	13	13,841
Food & Beverage Stores	84	23,605	18	4,106	48	9,729	1	#	52	12,049	37	8,674	21	11,678
Gasoline Stations	38	67,037	4	5,206	29	25,473	---	---	12	14,067	16	25,055	4	7,662
Clothing & Accessories Stores	225	20,210	14	#	69	7,570	10	155	240	5,208	100	9,640	70	5,531
General Merchandise Stores	57	74,820	6	#	31	28,007	---	---	58	11,286	21	32,594	10	47,999
Food Services & Drinking Places	319	51,471	41	3,480	176	22,556	13	3,526	195	18,991	124	16,688	97	19,405
Other Retail Group	1,227	30,454	196	4,778	496	12,733	105	3,359	1,390	8,381	445	9,399	556	9,015
RETAIL & FOOD SERVICES TOTAL	2,438	379,914	304	19,218	998	179,073	140	7,040	2,160	124,023	863	136,863	831	133,372
ALL OTHER OUTLETS	1,413	228,683	97	1,654	392	18,606	64	10,927	476	25,947	334	13,537	330	16,884
<b>TOTALS ALL OUTLETS</b>	<b>3,851</b>	<b>608,597</b>	<b>401</b>	<b>20,872</b>	<b>1,390</b>	<b>197,679</b>	<b>204</b>	<b>17,967</b>	<b>2,636</b>	<b>149,970</b>	<b>1,197</b>	<b>150,400</b>	<b>1,161</b>	<b>150,256</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	30	3,835	95	31,234	82	15,665	56	16,907	58	4,411	39	#	51	8,412
Home Furn. & Appl. Stores	29	#	95	5,284	118	21,703	28	2,397	162	21,516	71	2,430	43	1,975
Bldg. Matrl. & Garden Equip. & Supp.	25	#	40	22,406	35	19,501	20	4,712	53	15,458	24	18,997	21	#
Food & Beverage Stores	18	10,196	76	21,411	46	14,411	29	5,427	36	12,935	36	12,179	39	12,732
Gasoline Stations	11	15,706	34	40,711	23	29,333	13	19,512	11	17,971	18	23,728	14	23,095
Clothing & Accessories Stores	34	6,557	207	16,796	112	6,231	26	804	364	40,821	121	8,894	89	894
General Merchandise Stores	7	12,621	49	54,345	24	44,830	6	#	35	77,263	16	#	22	#
Food Services & Drinking Places	59	11,500	261	39,118	161	23,146	87	12,281	201	37,855	230	42,963	95	11,383
Other Retail Group	335	20,583	795	14,134	754	20,218	275	13,992	1,421	30,890	765	44,544	410	28,629
RETAIL & FOOD SERVICES TOTAL	548	80,998	1,652	245,439	1,355	195,038	540	76,033	2,341	259,121	1,320	153,736	784	87,121
ALL OTHER OUTLETS	201	12,902	502	19,916	659	30,552	287	13,458	748	43,059	549	48,436	253	45,176
<b>TOTALS ALL OUTLETS</b>	<b>749</b>	<b>93,900</b>	<b>2,154</b>	<b>265,355</b>	<b>2,014</b>	<b>225,591</b>	<b>827</b>	<b>89,491</b>	<b>3,089</b>	<b>302,180</b>	<b>1,869</b>	<b>202,172</b>	<b>1,037</b>	<b>132,297</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	12,867	358	188,161	39	2,498	112	79,306	17	187
Home Furn. & Appl. Stores	36	8,348	295	31,297	17	197	129	16,260	24	565
Bldg. Matrl. & Garden Equip. & Supp.	3	#	136	54,846	16	210	56	28,136	6	973
Food & Beverage Stores	12	5,787	199	49,238	23	5,623	60	18,639	13	4,503
Gasoline Stations	3	#	67	86,205	5	8,734	26	48,389	7	12,464
Clothing & Accessories Stores	27	1,339	559	52,117	33	217	219	26,827	14	#
General Merchandise Stores	2	#	139	90,044	14	#	40	82,018	2	#
Food Services & Drinking Places	61	21,584	646	92,514	53	6,344	322	59,493	33	4,605
Other Retail Group	244	18,422	3,291	66,248	196	16,378	1,087	36,476	197	1,219
RETAIL & FOOD SERVICES TOTAL	398	68,349	5,690	710,671	396	40,202	2,051	395,544	313	24,517
ALL OTHER OUTLETS	151	18,546	2,217	205,698	190	7,971	988	141,256	113	2,016
<b>TOTALS ALL OUTLETS</b>	<b>549</b>	<b>86,895</b>	<b>7,907</b>	<b>916,368</b>	<b>586</b>	<b>48,172</b>	<b>3,039</b>	<b>536,800</b>	<b>426</b>	<b>26,533</b>

### RIVERSIDE COUNTY TOTALS:

TYPE OF BUSINESS	Pmts.	Val.
RETAIL & FOOD SERVICES		
Motor Vehicle & Parts Dealers	1,872	651,363
Home Furn. & Appl. Stores	1,855	205,319
Bldg. Matrl. & Garden Equip. & Supp.	911	327,155
Food & Beverage Stores	1,197	340,037
Gasoline Stations	482	668,196
Clothing & Accessories Stores	3,060	329,479
General Merchandise Stores	681	680,766
Food Services & Drinking Places	4,042	592,874
Other Retail Group	18,434	379,214
RETAIL & FOOD SERVICES TOTAL	32,534	4,174,404
ALL OTHER OUTLETS	13,154	1,584,053
<b>TOTALS ALL OUTLETS</b>	<b>45,688</b>	<b>5,758,457</b>

PRODUCED BY: **RIVERSIDE COUNTY ECONOMIC DEVELOPMENT AGENCY**  
**P. O. Box 1180**  
**Riverside, California 92502**  
**(951) 955-8916**

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.