



ORANGE COUNTY TRANSPORTATION AUTHORITY

MuniServices - Sales Tax Update

PowerPoint

Orange County Transportation Authority



Sales Tax Update
3rd Quarter 2011
February 22, 2012

Transportation Authorities

Sales Tax Net Cash Receipts: Three Advances Plus Clean-Up Payment

	% CHANGE BY MONTH ENDED QUARTER						FISCAL YEAR TO DATE				MOST RECENT FOUR QUARTERS TOTAL			
	Sep-09	Dec-09	Mar-10	Jun-10	Sep-10	Dec-10	Jul-10 thru	Jul-11 thru	\$ Chg	% Chg	Jan-09 thru	Jan-10 thru	\$ Chg	% Chg
	Sep-10	Dec-10	Mar-11	Jun-11	Sep-11	Dec-11	Dec-10	Dec-11			Dec-10	Dec-11		
Calendar Sales Quarter >	10Q2	10Q3	10Q4	11Q1	11Q2	11Q3	2 Quarters	2 Quarters						
Last Year Cash Received >	5.8	4.3	5.9	5.8	9.5	9.1	289,352,446	316,252,279	26,899,833	9.3	571,746,485	615,131,778	43,385,293	7.6
This Year Cash Received >	5.8	4.3	5.9	5.8	9.5	9.1	289,311,122	316,199,856	26,888,734	9.3	571,692,667	615,070,803	43,378,136	7.6
OCTA	8.0	4.4	6.2	7.2	8.5	6.7	113,025,377	121,625,663	8,600,286	7.6	221,644,807	237,513,221	15,868,414	7.2
SANDAG TRANSNET	7.7	6.6	6.9	7.6	8.5	5.8	108,797,887	116,574,119	7,776,232	7.1	211,933,957	227,171,147	15,237,190	7.2
BART	9.9	3.6	6.4	9.9	8.8	9.6	88,130,762	96,236,857	8,106,095	9.2	172,505,012	187,358,201	14,853,189	8.6
RCTC	7.2	3.3	7.4	9.6	10.5	10.3	57,423,700	63,404,789	5,981,089	10.4	115,418,307	126,318,075	10,899,768	9.4
VTA 1976 Sales Tax	17.7	6.3	10.5	9.2	12.6	8.4	37,542,381	40,693,537	3,151,156	8.4	142,269,765	156,752,995	14,483,230	10.2
VTA 2000 Measure A	17.5	6.6	10.6	9.7	12.0	9.0	37,323,431	40,677,872	3,354,441	9.0	141,601,757	156,209,543	14,607,786	10.3
San Joaquin C.O.G.	8.0	5.0	8.4	7.2	13.2	10.0	19,194,602	21,408,053	2,213,451	11.5	37,165,118	40,783,969	3,618,851	9.7
SMART	9.2	4.5	4.1	8.4	10.0	8.3	12,823,411	13,995,004	1,171,593	9.1	24,907,822	26,810,636	1,902,814	7.6
Los Angeles Co.	5.3	3.3	5.9	4.6	9.5	9.7	582,616,551	638,382,530	55,765,979	9.6	1,152,697,657	1,238,419,292	85,721,635	7.4
Orange Co.	8.9	3.9	5.8	8.4	8.5	8.0	241,202,101	261,005,767	19,803,666	8.2	472,529,713	508,581,173	36,051,460	7.6
San Diego Co.	7.6	4.4	6.7	7.5	7.7	7.8	210,389,200	226,776,834	16,387,634	7.8	410,821,316	441,479,825	30,658,509	7.5
Santa Barbara Co.	8.0	-0.1	2.7	8.4	8.9	8.5	24,937,981	27,099,767	2,161,786	8.7	48,571,682	52,008,321	3,436,639	7.1
Ventura Co.	4.8	2.6	5.1	7.3	9.4	1.0	49,865,152	52,416,218	2,551,066	5.1	98,327,211	103,842,621	5,515,410	5.6
Central Coast	9.4	3.5	4.7	8.3	9.6	5.5	59,289,949	63,726,965	4,437,016	7.5	112,142,996	119,925,713	7,782,717	6.9
North Coast	5.8	1.9	0.9	-4.9	7.8	7.4	20,242,827	21,786,327	1,543,500	7.6	40,374,460	41,550,484	1,176,024	2.9
Central Valley	5.5	6.0	12.3	15.3	18.7	12.4	219,062,868	252,984,857	33,921,989	15.5	420,887,466	482,525,515	61,638,049	14.6
Other Northern	6.7	5.0	6.3	0.7	8.1	7.4	25,769,916	27,763,230	1,993,314	7.7	48,801,407	51,641,904	2,840,497	5.8
S.F. Bay Area	11.1	3.8	7.1	8.2	10.8	9.2	530,418,864	583,403,811	52,984,947	10.0	1,037,374,569	1,129,024,484	91,649,915	8.8
Sacramento Valley	5.2	1.5	3.0	4.5	7.2	8.1	168,411,002	181,278,727	12,867,725	7.6	328,972,891	347,776,989	18,804,098	5.7
Northern California	8.5	3.9	7.2	8.6	11.7	9.4	1,023,195,426	1,130,943,917	107,748,491	10.5	1,988,553,789	2,172,445,089	183,891,300	9.2
Inland Empire	6.1	3.6	6.0	9.2	10.7	11.2	237,378,101	263,405,490	26,027,389	11.0	471,999,047	515,655,529	43,656,482	9.2
Other Southern	9.0	10.8	9.4	30.1	7.0	13.8	11,141,962	12,291,902	1,149,940	10.3	21,873,492	24,962,739	3,089,247	14.1
South Coast	6.6	3.5	5.9	6.1	8.9	8.5	1,109,010,985	1,205,681,116	96,670,131	8.7	2,182,947,579	2,344,331,232	161,383,653	7.4
Southern California	6.5	3.6	6.0	6.9	9.2	9.0	1,357,531,048	1,481,378,508	123,847,460	9.1	2,676,820,118	2,884,949,500	208,129,382	7.8
State Total	7.3	3.7	6.5	7.6	10.3	9.2	2,380,726,474	2,612,322,425	231,595,951	9.7	4,665,373,907	5,057,394,589	392,020,682	8.4

Jurisdiction	General Retail	Food Products	Trans.	Const.	Business to Business	Misc.	Jul-Sep 2011 Total	Jul-Sep 2010 Total	% Chg	Largest Gain	2nd Largest Gain	Largest Decline	2nd Largest Decline
SOUTH COAST													
LOS ANGELES METROPOLITAN TRANSPORTATION AUTHORITY													
L.A. MTA	3.3%	3.9%	13.1%	5.2%	6.5%	-2.5%	310,564,272	292,583,328	6.1%	Service Stations	Energy Sales	Business Services	Light Industry
ORANGE COUNTY TRANSPORTATION AUTHORITY													
OC TA	2.9%	3.5%	11.5%	0.7%	1.8%	9.6%	59,779,391	57,144,108	4.6%	Service Stations	Restaurants	Furniture/Appliance	Food Markets
SAN DIEGO REGIONAL TRANSPORTATION COMMISSION													
SANDAG Transnet	3.4%	3.9%	13.8%	-7.2%	3.3%	7.1%	57,888,039	55,312,094	4.7%	Service Stations	Auto Sales - New	Bldg.Matls-Retail	Heavy Industry
ORANGE COUNTY													
Aliso Viejo	3.6%	0.8%	13.7%	138.8%	0.3%	-56.4%	989,533	879,116	12.6%	Bldg.Matls-Whsle	Service Stations	Chemical Products	Heavy Industry
Anaheim	3.9%	5.0%	17.3%	3.9%	10.1%	-2.3%	12,976,677	12,058,205	7.6%	Service Stations	Miscellaneous Retail	Furniture/Appliance	Office Equipment
Brea	5.9%	9.5%	25.0%	-4.6%	-7.6%	170.1%	3,864,371	3,711,050	4.1%	Miscellaneous Retail	Service Stations	Light Industry	Bldg.Matls-Whsle
Buena Park	2.3%	2.5%	11.6%	6.6%	12.3%	-23.1%	5,339,041	4,886,497	9.3%	Office Equipment	Auto Sales - New	Light Industry	Miscellaneous Other
Costa Mesa	8.8%	9.7%	9.7%	0.6%	9.5%	-1.4%	9,508,233	8,744,883	8.7%	Miscellaneous Retail	Apparel Stores	Auto Sales - Used	Electronic Equipment
Cypress	2.6%	-0.2%	5.3%	-8.1%	-15.1%	-40.8%	2,420,768	2,650,710	-8.7%	Bldg.Matls-Whsle	Service Stations	Electronic Equipment	Health & Government
Dana Point	1.3%	0.9%	24.9%	8.2%	103.3%	-30.5%	1,118,712	1,014,959	10.2%	Energy Sales	Misc. Vehicle Sales	Food Markets	Miscellaneous Retail
Fountain Valley	9.7%	1.2%	15.1%	16.6%	-0.9%	-19.2%	2,316,449	2,150,011	7.7%	Auto Sales - New	Department Stores	Electronic Equipment	Food Markets
Fullerton	-4.5%	2.8%	5.8%	11.4%	13.8%	1.8%	3,853,695	3,746,985	2.8%	Service Stations	Electronic Equipment	Furniture/Appliance	Office Equipment
Garden Grove	1.4%	4.8%	15.9%	7.6%	4.0%	-5.6%	3,981,559	3,708,196	7.4%	Auto Sales - New	Service Stations	Light Industry	Department Stores
Huntington Beach	-10.5%	3.6%	15.6%	-1.0%	49.5%	-11.1%	6,716,449	6,113,260	9.9%	Office Equipment	Auto Sales - New	Miscellaneous Retail	Heavy Industry
Irvine	3.5%	3.4%	11.5%	15.0%	11.1%	-8.7%	10,743,255	9,954,588	7.9%	Light Industry	Service Stations	Health & Government	Heavy Industry
La Habra	4.9%	4.6%	6.7%	3.2%	-4.2%	6.6%	1,836,626	1,767,565	3.9%	Department Stores	Service Stations	Auto Sales - New	Furniture/Appliance
La Palma	32.2%	-4.6%	137.7%	93.8%	6.7%	-0.2%	1,293,305	670,176	93.0%	Service Stations	Light Industry	Food Markets	Business Services
Laguna Beach	1.4%	10.7%	12.0%	29.6%	-2.0%	38.3%	1,067,945	980,814	8.9%	Restaurants	Bldg.Matls-Retail	Auto Parts/Repair	Furniture/Appliance
Laguna Hills	0.3%	-1.7%	23.3%	6.4%	-12.8%	-0.2%	1,133,496	1,118,386	1.4%	Service Stations	Chemical Products	Light Industry	Electronic Equipment
Laguna Niguel	-6.7%	2.9%	2.7%	3.0%	5.5%	23.0%	2,251,436	2,279,519	-1.2%	Auto Sales - Used	Restaurants	Department Stores	Auto Sales - New
Laguna Woods	1.9%	1.1%	14.2%	-0.2%	8.3%	-6.3%	189,958	183,191	3.7%	Service Stations	Leasing	Recreation Products	Health & Government
Lake Forest	1.4%	-1.6%	18.5%	0.1%	18.9%	-38.2%	2,804,831	2,613,800	7.3%	Heavy Industry	Service Stations	Electronic Equipment	Light Industry
Los Alamitos	1.2%	7.3%	8.4%	-1.0%	32.0%	-23.3%	579,671	529,489	9.5%	Light Industry	Electronic Equipment	Department Stores	Bldg.Matls-Retail
Mission Viejo	1.1%	-1.4%	10.4%	-0.6%	-3.5%	-10.3%	3,288,141	3,213,193	2.3%	Service Stations	Apparel Stores	Department Stores	Office Equipment
Newport Beach	6.5%	4.7%	3.4%	-8.9%	7.4%	-34.8%	6,012,378	5,752,455	4.5%	Service Stations	Restaurants	Auto Sales - New	Leasing
Orange	10.0%	4.5%	15.3%	21.2%	20.6%	27.4%	7,524,056	6,544,541	15.0%	Energy Sales	Auto Sales - New	Office Equipment	Electronic Equipment
Orange County	-12.8%	-2.9%	21.8%	3.6%	6.3%	-24.9%	1,789,777	1,703,174	5.1%	Service Stations	Energy Sales	Miscellaneous Retail	Restaurants
Placentia	-0.8%	17.4%	8.3%	53.8%	8.7%	-5.4%	1,156,466	1,021,685	13.2%	Food Markets	Bldg.Matls-Whsle	Auto Sales - New	Florist/Nursery
Rancho Santa Margarita	7.5%	1.2%	20.3%	4.2%	13.1%	23.0%	1,197,550	1,076,946	11.2%	Auto Parts/Repair	Service Stations	Food Markets	Electronic Equipment
San Clemente	3.3%	0.4%	7.1%	-26.2%	-7.1%	-9.4%	1,448,630	1,462,503	-0.9%	Service Stations	Restaurants	Bldg.Matls-Whsle	Food Markets
San Juan Capistrano	15.1%	3.7%	20.5%	15.9%	36.8%	2.2%	1,486,078	1,269,341	17.1%	Auto Sales - New	Department Stores	Food Markets	Florist/Nursery
Santa Ana	0.5%	2.2%	-10.0%	5.7%	-4.2%	-5.4%	7,813,868	8,005,139	-2.4%	Service Stations	Bldg.Matls-Whsle	Auto Sales - New	Office Equipment
Seal Beach	2.8%	6.8%	0.5%	11.7%	35.2%	-7.7%	1,105,516	979,988	12.8%	Heavy Industry	Restaurants	Food Markets	Food Processing Eqp
Stanton	4.3%	1.9%	29.8%	-9.1%	6.0%	10.3%	751,313	698,792	7.5%	Service Stations	Auto Sales - Used	Bldg.Matls-Whsle	Light Industry
Tustin	4.8%	6.8%	11.4%	-2.8%	2.5%	-23.4%	4,309,009	4,066,685	6.0%	Auto Sales - New	Recreation Products	Leasing	Miscellaneous Retail
Villa Park	2.8%	-21.8%	-100.0%	574.0%	0.3%	14.7%	25,057	28,287	-11.4%	Bldg.Matls-Whsle	Furniture/Appliance	Food Markets	Auto Parts/Repair
Westminster	2.3%	5.2%	10.5%	1.9%	4.3%	15.6%	2,901,110	2,751,892	5.4%	Auto Sales - New	Service Stations	Auto Sales - Used	Bldg.Matls-Retail
Yorba Linda	3.3%	1.1%	14.6%	32.4%	27.3%	18.9%	1,260,371	1,134,165	11.1%	Office Equipment	Heavy Industry	Miscellaneous Retail	Light Industry

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BENCHMARK YEAR 2011Q3 COMPARED TO BENCHMARK YEAR 2010Q3

ECONOMIC CATEGORY ANALYSIS									
% of Total / % Change	Orange Co Octa	California Statewide	S.F. Bay Area	Sacramento Valley	Central Valley	South Coast	Inland Empire	North Coast	Central Coast
General Retail	31.1 / 5.1	29.9 / 4.1	29.5 / 4.6	30.6 / 0.8	32.0 / 4.2	29.8 / 4.1	26.6 / 8.8	31.8 / 1.1	33.2 / 1.0
Food Products	17.1 / 3.5	19.1 / 4.4	19.8 / 5.9	17.5 / 3.3	16.7 / 3.9	19.4 / 4.0	13.7 / 3.9	17.7 / 1.3	29.5 / 2.9
Construction	8.3 / 5.4	8.3 / 4.2	8.1 / 4.8	10.1 / 3.0	10.5 / 7.0	7.8 / 3.8	7.7 / 4.2	12.5 / -0.4	8.7 / -4.3
Transportation	21.7 / 13.9	23.5 / 15.0	20.6 / 14.4	26.8 / 13.7	25.4 / 18.8	24.1 / 14.7	23.9 / 17.1	28.4 / 15.3	21.7 / 16.6
Business to Business	19.2 / 2.0	17.9 / 8.1	20.8 / 7.9	13.6 / 0.8	14.1 / 15.9	17.6 / 8.3	23.8 / 1.3	8.6 / 4.3	5.8 / -7.7
Miscellaneous	2.5 / 8.8	1.3 / 2.8	1.2 / -0.7	1.3 / 2.7	1.4 / 32.9	1.2 / 1.8	4.2 / 6.5	1.0 / -62.5	1.1 / -30.5
Total	100.0 / 6.1	100.0 / 7.2	100.0 / 7.4	100.0 / 4.7	100.0 / 9.8	100.0 / 7.2	100.0 / 7.6	100.0 / 3.2	100.0 / 3.0

General Retail: Apparel Stores, Department Stores, Furniture/Appliances, Drug Stores, Recreation Products, Florist/Nursery, and Misc. Retail

Food Products: Restaurants, Food Markets, Liquor Stores, and Food Processing Equipment

Construction: Building Materials Retail and Building Materials Wholesale

Transportation: Auto Parts/Repair, Auto Sales - New, Auto Sales - Used, Service Stations, and Misc. Vehicle Sales

Business to Business: Office Equip., Electronic Equip., Business Services, Energy Sales, Chemical Products, Heavy Industry, Light Industry, and Leasing

Miscellaneous: Health & Government, Miscellaneous Other, and Closed Account Adjustments

ECONOMIC SEGMENT ANALYSIS									
	Orange Co Octa	California Statewide	S.F. Bay Area	Sacramento Valley	Central Valley	South Coast	Inland Empire	North Coast	Central Coast
Largest Segment	Restaurants	Restaurants	Restaurants	Department Stores	Department Stores	Restaurants	Service Stations	Department Stores	Restaurants
% of Total / % Change	12.4 / 4.2	13.2 / 5.1	13.7 / 6.7	12.8 / 0.3	15.1 / 2.8	13.9 / 4.9	10.9 / 18.7	14.6 / 1.2	19.8 / 2.6
2nd Largest Segment	Department Stores	Department Stores	Department Stores	Service Stations	Service Stations	Service Stations	Restaurants	Service Stations	Misc Retail
% of Total / % Change	10.9 / 4.6	10.9 / 3.1	9.7 / 3.5	10.8 / 19.0	12.2 / 25.6	10.7 / 20.7	10.5 / 6.0	13.6 / 23.4	10.4 / 0.6
3rd Largest Segment	Service Stations	Service Stations	Service Stations	Restaurants	Restaurants	Department Stores	Office Equipment	Restaurants	Service Stations
% of Total / % Change	9.2 / 19.9	10.5 / 21.3	9.1 / 21.7	10.7 / 2.1	9.8 / 3.6	10.5 / 3.4	9.5 / 3.1	9.7 / 1.0	10.1 / 21.0

OCTA

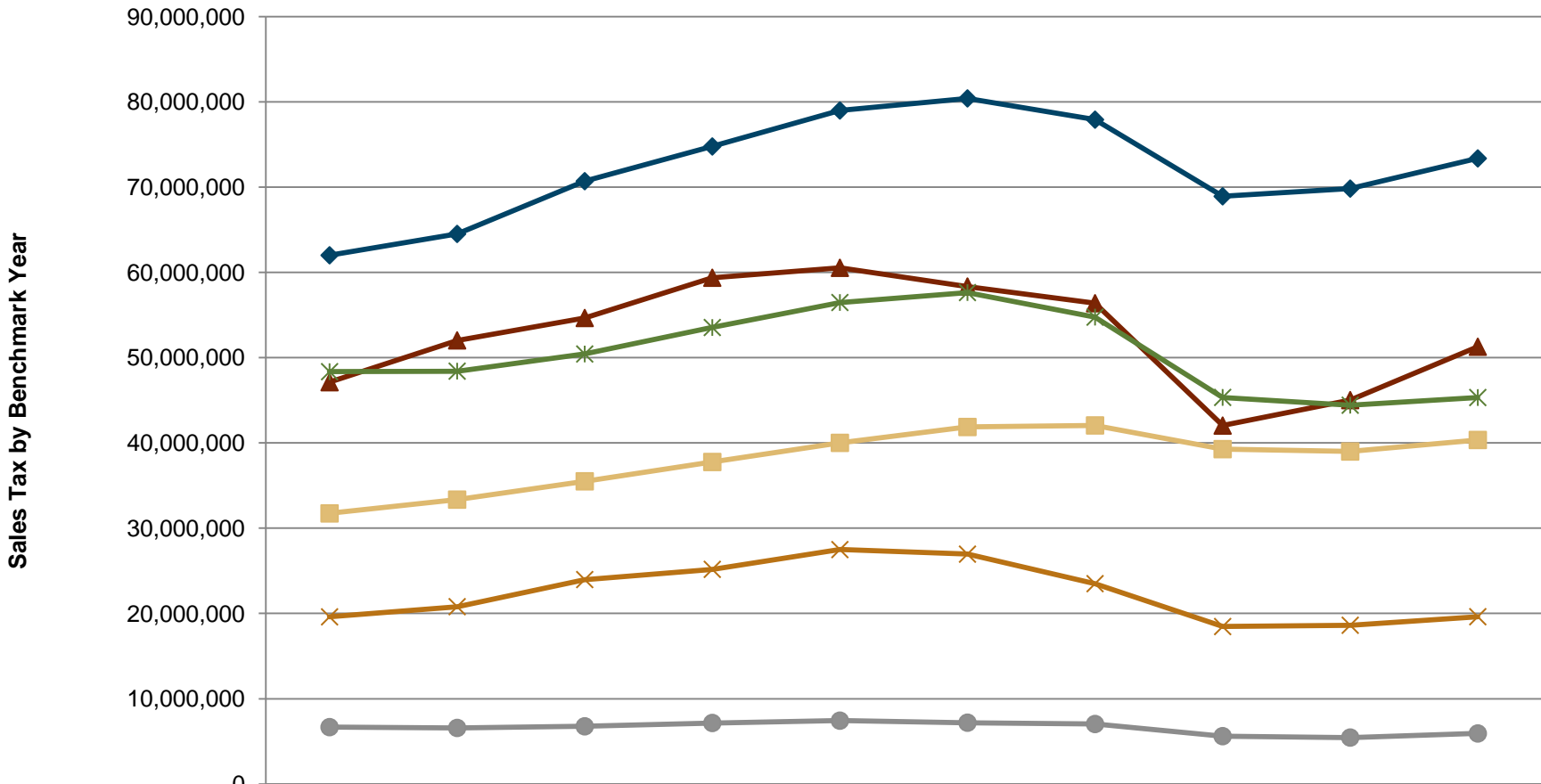
HISTORICAL AMOUNTS BY BENCHMARK YEAR

Economic Category	%	2011Q3	2011Q2	2011Q1	2010Q4	2010Q3	2010Q2	2010Q1	2009Q4	2009Q3
General Retail	31.1	73,375,952 H	72,863,610	71,599,786	70,761,185	69,836,042	68,963,029	68,545,842	68,324,543 L	68,929,202
Transportation	21.7	51,288,759 H	49,910,035	48,009,779	46,148,122	45,026,840	44,753,997	43,428,972	42,427,328	42,037,877 L
Business To Business	19.2	45,328,379	45,125,137	45,156,117	44,922,084	44,430,209	44,177,824	43,409,165 L	43,662,258	45,340,347 H
Food Products	17.1	40,349,901 H	39,996,087	39,623,579	39,214,185	38,994,861	38,857,477	38,674,382 L	38,829,228	39,275,516
Construction	8.3	19,617,530 H	19,579,995	19,432,302	18,956,270	18,618,801	18,116,453	17,774,736 L	18,032,707	18,464,202
Miscellaneous	2.5	5,924,862 H	5,775,235	5,586,639	5,532,422	5,443,304	5,236,044	5,219,357 L	5,413,102	5,610,113
Totals	100.0	235,885,383 H	233,250,099	229,408,202	225,534,268	222,350,057	220,104,824	217,052,454	216,689,166 L	219,657,257

Economic Segment	%	2011Q3	2011Q2	2011Q1	2010Q4	2010Q3	2010Q2	2010Q1	2009Q4	2009Q3
Restaurants	12.4	29,331,692 H	28,978,140	28,725,135	28,406,423	28,148,556	27,965,181	27,834,229 L	27,965,222	28,293,531
Department Stores	10.9	25,826,328 H	25,616,355	25,174,746	24,939,420	24,681,152	24,361,791	24,230,615	23,908,939 L	24,022,333
Service Stations	9.2	21,585,584 H	20,663,472	19,237,384	18,336,247	18,004,228	17,696,342	17,122,230	16,052,049	15,590,845 L
Miscellaneous Retail	8.5	20,093,967 H	19,995,775	19,550,409	19,226,671	18,946,678	18,720,323 L	18,729,272	18,810,262	19,047,114
Auto Sales - New	8.2	19,298,319 H	19,010,541	18,746,227	18,059,428	17,503,817	17,628,554	16,964,772	16,977,620	16,825,972 L
Light Industry	6.5	15,393,488	15,360,477	15,584,874	15,588,087	15,654,466	15,652,561	15,329,358 L	15,482,540	16,029,318 H
Apparel Stores	4.8	11,298,465 H	11,074,432	10,865,821	10,762,304	10,533,294	10,396,582	10,380,409	10,223,389 L	10,229,401
Bldg.Matls-Retail	4.2	9,866,742 <	9,868,199	9,922,767 H	9,772,835	9,546,355	9,260,457	8,942,609	8,855,461	8,837,644 L
Bldg.Matls-Whsle	4.1	9,750,788 H	9,711,796	9,509,535	9,183,435	9,072,446	8,855,996	8,832,127 L	9,177,246	9,626,558
Furniture/Appliance	4.0	9,503,555 <	9,591,019 H	9,481,678	9,367,499	9,204,730	9,028,478	8,753,406 L	8,901,408	9,119,774
Food Markets	3.7	8,724,710 <	8,754,940 H	8,661,385	8,596,704 L	8,624,694	8,677,484	8,602,418	8,607,836	8,729,307
Office Equipment	3.6	8,380,162 H	8,369,829	8,173,463	8,092,119	8,092,156	7,997,926	7,848,880 L	7,895,196	7,918,128
Leasing	2.6	6,163,779	6,124,803	6,159,925	6,160,516	6,111,958 L	6,220,632	6,298,377	6,529,963	7,008,267 H
Auto Parts/Repair	2.5	5,821,645 H	5,700,704	5,613,892	5,500,354	5,328,563	5,265,138	5,217,392 L	5,222,158	5,288,176
Heavy Industry	2.1	4,974,966	4,928,183	4,913,684	4,838,603	4,812,175	4,794,056	4,769,485 L	4,822,627	5,112,224 H
Health & Government	2.0	4,747,893 H	4,554,121	4,304,201	4,249,252	4,154,178	3,956,960 L	3,968,860	4,139,179	4,326,672
Electronic Equipment	1.5	3,642,084 H	3,578,150	3,585,061	3,576,014	3,484,969	3,393,537	3,250,072	3,159,069 L	3,280,047
Auto Sales - Used	1.4	3,256,658 H	3,222,537	3,115,305	2,977,622	2,892,688	2,816,842	2,722,616	2,630,790	2,595,821 L
Recreation Products	1.3	3,027,687 H	2,986,115	2,949,825	2,912,138	2,905,163	2,891,265	2,886,708 L	2,910,540	2,939,748
Business Services	1.2	2,869,155 <	2,875,112	2,901,893	2,943,996 H	2,662,448	2,624,480	2,555,743 L	2,565,739	2,790,421
Drug Stores	1.1	2,619,067 H	2,602,353	2,585,682	2,568,593	2,578,723	2,582,109	2,576,308	2,566,875	2,548,677 L
Energy Sales	0.8	1,982,106 H	1,880,439	1,728,469	1,611,945	1,501,588	1,397,224	1,296,757	1,173,473	1,133,275 L
Chemical Products	0.8	1,922,639 L	2,008,144	2,108,748	2,110,804 H	2,110,449	2,097,408	2,060,493	2,033,651	2,068,667
Liquor Stores	0.6	1,357,430 H	1,339,024	1,337,065	1,323,811	1,317,578	1,314,282 L	1,316,638	1,329,927	1,320,145
Misc. Vehicle Sales	0.6	1,326,553	1,312,781	1,296,971	1,274,471 L	1,297,544	1,347,121	1,401,962	1,544,711	1,737,063 H
Miscellaneous Other	0.5	1,093,631 <	1,107,002	1,106,869	1,094,524	1,085,731	1,061,802 L	1,069,599	1,086,379	1,142,485 H
Florist/Nursery	0.4	1,006,883	997,561	991,625	984,560	986,302	982,481 L	989,124	1,003,130	1,022,155 H
Food Processing Eqp	0.4	936,069 H	923,983	899,994	887,247 L	904,033	900,530	921,097	926,243	932,533
Closed Acct-Adjustmt	0.0	83,338 L	114,112	175,569	188,646	203,395	217,282 H	180,898	187,544	140,956
Totals	100.0	235,885,383 H	233,250,099	229,408,202	225,534,268	222,350,057	220,104,824	217,052,454	216,689,166 L	219,657,257

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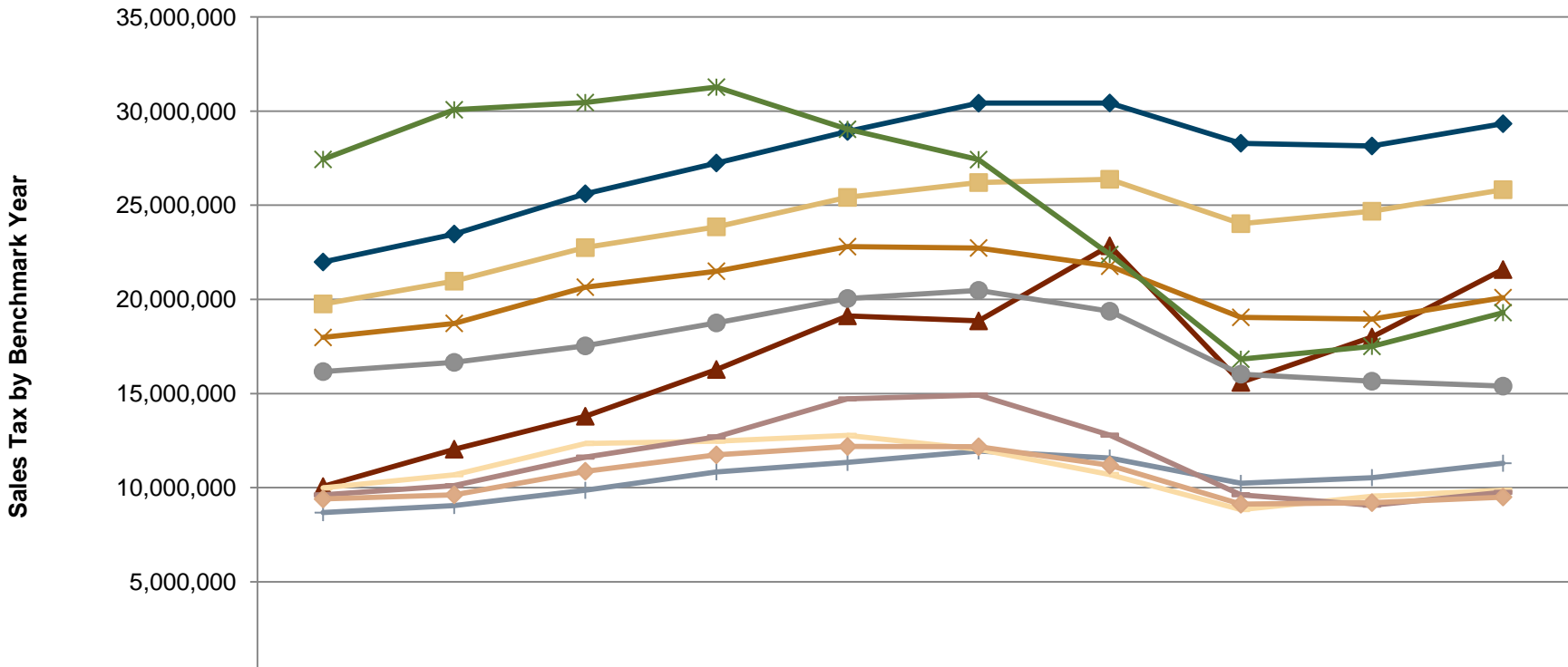
Historical Sales Tax Performance by Benchmark Year



	2002/3	2003/3	2004/3	2005/3	2006/3	2007/3	2008/3	2009/3	2010/3	2011/3
General Retail	62,014,023	64,518,676	70,703,876	74,775,640	78,994,535	80,412,584	77,920,273	68,929,203	69,836,046	73,375,952
Food Products	31,737,378	33,352,836	35,500,697	37,767,829	40,009,472	41,871,071	42,056,736	39,275,515	38,994,862	40,349,900
Transportation	47,123,517	52,030,652	54,659,258	59,380,058	60,543,941	58,350,094	56,391,071	42,037,877	45,026,838	51,288,759
Construction	19,602,449	20,795,196	23,976,796	25,175,006	27,493,434	26,957,570	23,495,030	18,464,202	18,618,802	19,617,529
Business To Business	48,358,652	48,422,776	50,433,686	53,543,454	56,474,628	57,641,693	54,760,890	45,340,348	44,430,211	45,328,377
Miscellaneous	6,668,004	6,571,614	6,761,535	7,155,305	7,425,870	7,189,965	7,033,213	5,610,113	5,443,304	5,924,862

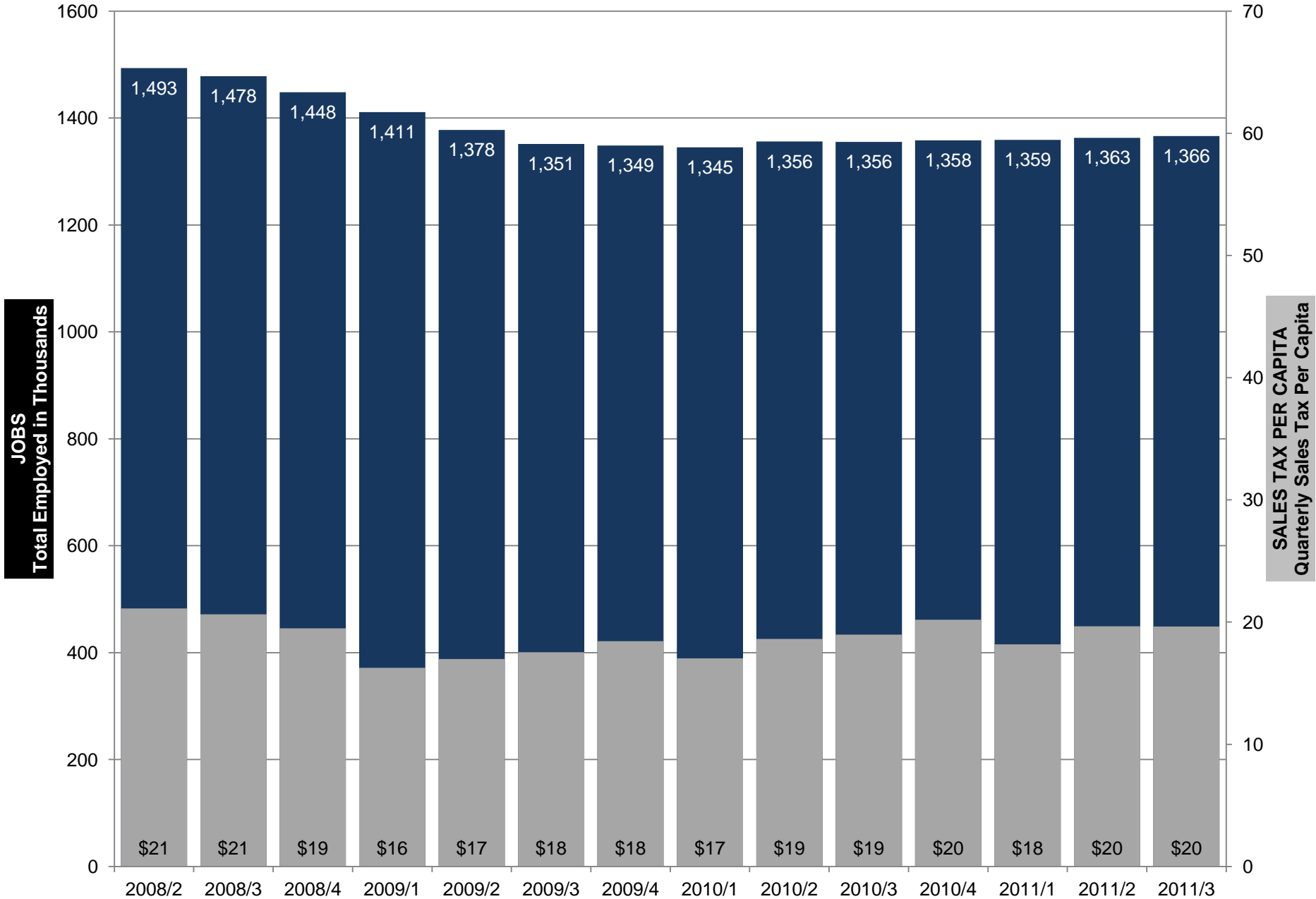
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Historical Sales Tax Performance by Benchmark Year



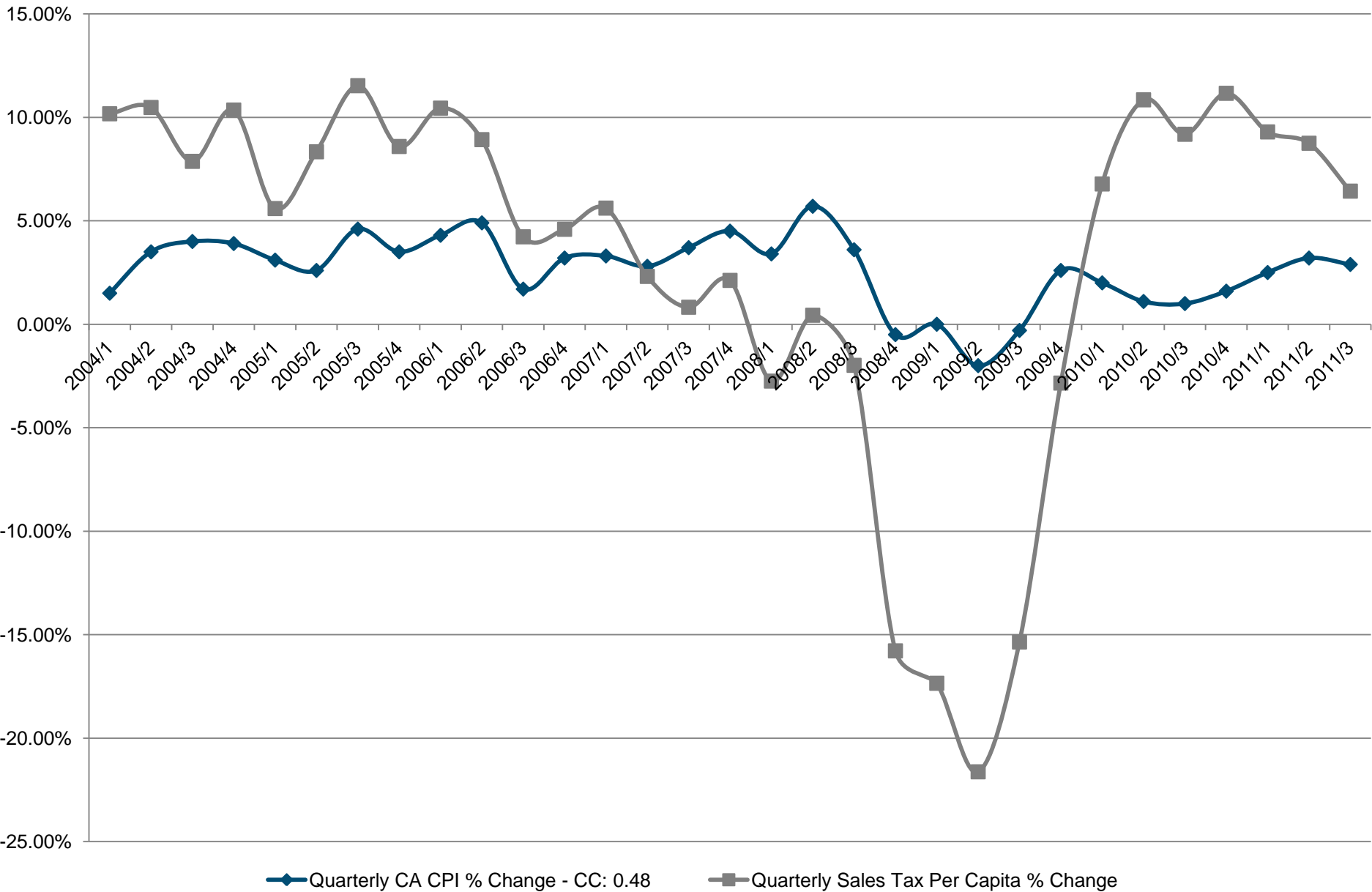
	2002/3	2003/3	2004/3	2005/3	2006/3	2007/3	2008/3	2009/3	2010/3	2011/3
Restaurants	21,987,568.4	23,473,597.1	25,612,895.9	27,244,541.9	28,920,060.0	30,421,130.5	30,433,322.6	28,293,529.9	28,148,556.5	29,331,691.4
Department Stores	19,759,999.4	20,968,022.9	22,750,626.1	23,853,810.7	25,416,340.2	26,206,880.5	26,379,280.2	24,022,333.6	24,681,152.8	25,826,327.7
Service Stations	10,059,876.5	12,045,375.2	13,795,431.3	16,280,372.3	19,127,909.4	18,858,527.8	22,847,276.7	15,590,845.0	18,004,228.1	21,585,583.8
Miscellaneous Retail	17,979,197.9	18,728,272.2	20,650,506.5	21,495,984.2	22,801,879.6	22,731,262.3	21,764,650.5	19,047,113.4	18,946,678.4	20,093,967.9
Auto Sales - New	27,434,911.4	30,070,075.5	30,454,572.2	31,272,672.0	29,035,725.8	27,423,749.5	22,385,090.3	16,825,971.8	17,503,816.8	19,298,319.3
Light Industry	16,165,187.4	16,654,529.1	17,530,650.6	18,750,080.0	20,049,369.1	20,479,155.4	19,372,472.8	16,029,317.7	15,654,466.6	15,393,488.0
Apparel Stores	8,675,630.95	9,054,774.27	9,859,140.30	10,842,321.7	11,342,306.4	11,951,571.9	11,575,524.5	10,229,401.1	10,533,294.9	11,298,465.1
Bldg. Matls-Retail	9,981,922.51	10,689,173.1	12,352,041.8	12,474,574.6	12,780,119.6	12,034,965.4	10,704,439.1	8,837,644.29	9,546,355.14	9,866,741.50
Bldg. Matls-Whsle	9,620,526.15	10,106,022.8	11,624,753.6	12,700,430.9	14,713,314.1	14,922,604.9	12,790,590.4	9,626,558.10	9,072,446.58	9,750,787.93
Furniture/Appliance	9,400,681.63	9,622,326.35	10,874,859.7	11,743,808.2	12,187,563.2	12,176,905.3	11,197,099.4	9,119,774.87	9,204,730.60	9,503,554.49

OCTA Sales Tax Per Capita Versus Orange County Total Employed



OCTA

California CPI vs. OCTA Sales Tax Per Capita % Change from Prior Quarter



OCTA - Taxable Sales

