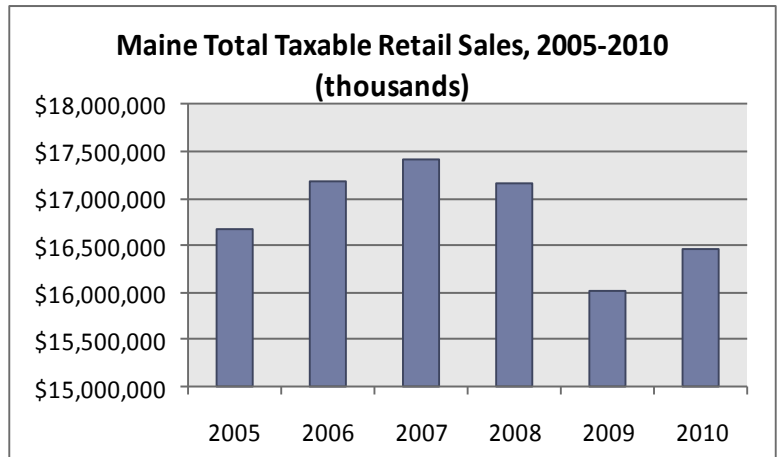


2010 Annual Taxable Retail Sales Summary

The Economics & Demographics Team reports taxable retail sales information from Maine Revenue Services monthly, quarterly, and annually. This report summarizes the 2010 sales which can be found in greater detail on the State Planning Office website: <http://www.maine.gov/spo/economics/retail>.

Maine taxable retail sales in 2010 were about \$16.6 billion. Of this, \$14.7 billion was attributable to consumers while less than \$2 billion was attributable to business operating expenses. Automobile- and transportation-related stores accounted for 23% of consumer sales, lodging accounted for 4%, and restaurants accounted for 14%. General merchandise stores, building supply stores, and food stores contributed 21%, 13%, and 11%, respectively, to 2010 consumer sales. Total retail sales rose each year from 2005 to 2007 and declined in both 2008 and 2009 during the global economic recession. Total sales figures in 2010 rose 2.8% from 2009 but are still below 2004 levels. (These numbers are not adjusted for inflation.)



% Contribution to Change	2006	2007	2008	2009	2010
Business Op.	0.8%	0.6%	0.1%	-2.1%	0.5%
Auto / Trans	-0.6%	0.2%	-1.3%	-1.3%	0.5%
Building Supplies	0.4%	-0.6%	-0.6%	-2.2%	0.1%
Food Stores	0.4%	0.3%	0.2%	0.2%	0.1%
General	0.6%	0.3%	-0.4%	-0.7%	0.4%
Lodging	0.2%	0.3%	0.0%	-0.3%	0.3%
Restaurant	0.6%	0.4%	0.2%	-0.1%	0.4%
Other	0.7%	0.0%	0.3%	-0.2%	0.5%
Total Change	3.0%	1.4%	-1.5%	-6.7%	2.8%

The table on the left shows the contribution of each sales category to the total change in taxable retail sales from the previous year. Total sales are the combination of business operation expenses plus the seven consumer expenditure categories. Sales in all categories increased in 2010, but food stores represent the only continuous annual increase in taxable retail sales for all years 2005-2010. Restaurant and lodging sales, although turning negative for 2009, have both been relatively stable since 2005. Building supply and auto/transportation sales grew in 2010 after notable declines during the recession.

All of Maine's eight [economic summary districts](#) (PDF) saw growth in retail sales from 2009-2010, ranging from a modest rise of 0.7% in the Kennebec district to a rise of 4.7% in Eastern Maine. During the 2005-2010 period, Northern Maine was the outlier with an annualized increase in total retail sales of 1.5%. The value of retail sales increased during this time period in Eastern and Southern Maine summary districts as well, but the other Maine summary districts experienced overall sales declines. This same time period yielded a 2.8% annualized increase in out-of-state sales – the total amount of taxable retail sales from stores which have no in-state locations, including out-of-state retailers with salespeople operating in Maine as well as goods from out-of-state on which the Maine Sales and Use tax applies.

