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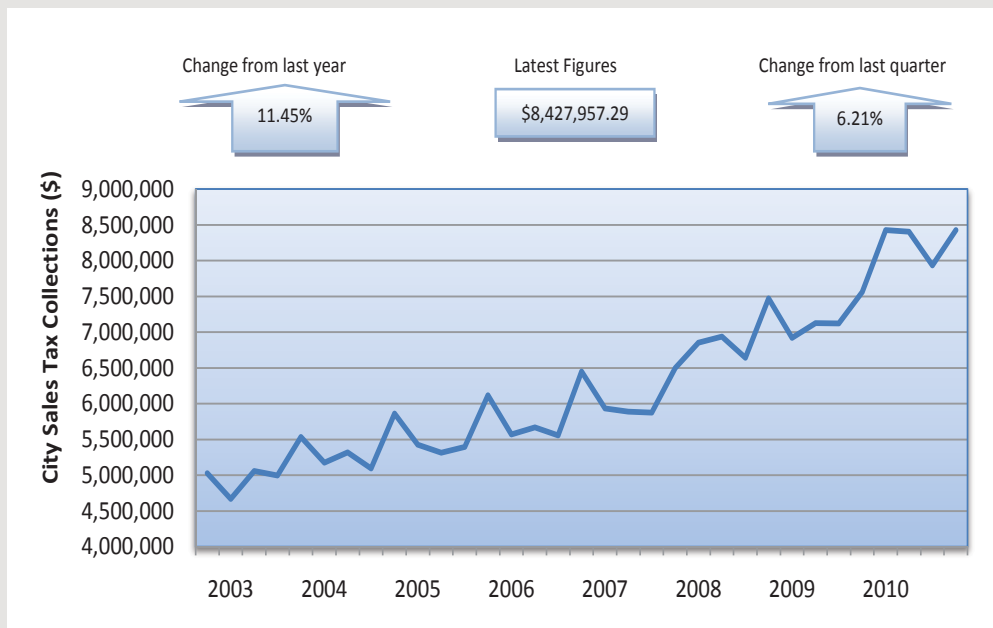
March 2011

## SOIC Regional Economic Indicators: Lawton Focus on the Retail Trade Sectors (SIC 52-59)

Lawton city sales tax collections for the Retail Trade sectors (SIC 52-59) rose 6.21% (\$0.493 million) in 4th Qtr 2010 from the previous quarter. Over the course of the past year, seven of the eight sectors managed an increase in their sector's city sales tax collections. The Eating and Drinking Places sector (SIC 58) managed the greatest percentage gain with 16.78% (\$0.206 million), followed by the Apparel and Accessory Stores sector (SIC 56) with 15.72% (\$0.072 million) and the General Merchandise Stores sector (SIC 53) with 13.90% (\$0.439 million). In 1st Qtr 2008, Lawton's city sales tax rate increased from 3.25% to 3.625%.

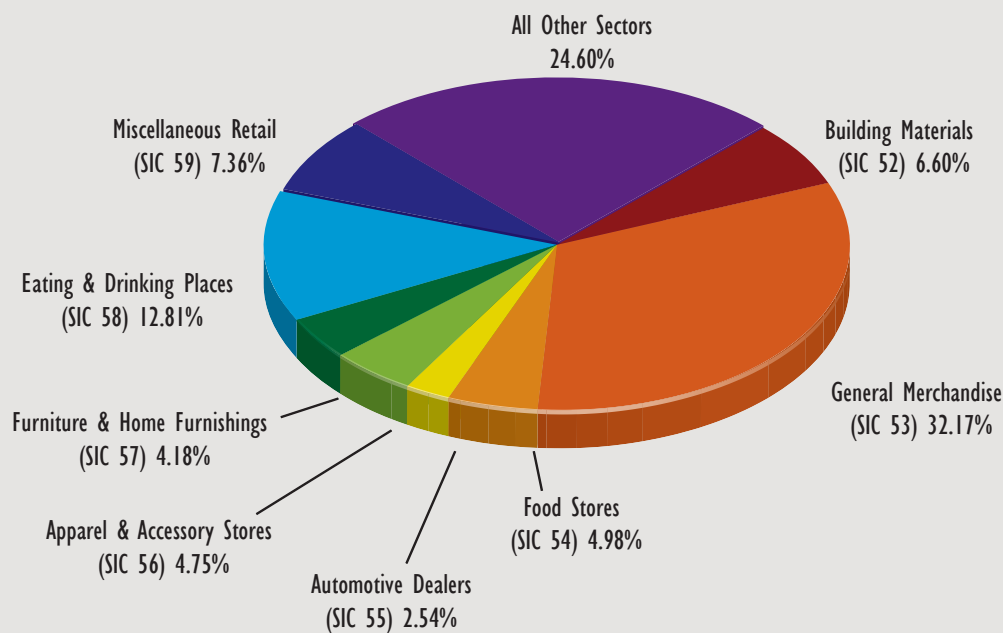
The Retail Trade sectors (SIC 52-59) make up 75.40% of the total sales tax collections in Lawton during 4th Qtr 2010. The General Merchandise sector (SIC 53) accounts for 32.17% of total sales tax collections; while all other sectors (excluding the retail trade sectors) only make up 24.60% of total sales tax collections.

*Chart 1:* Lawton Retail Trade Sectors (SIC 52-59) City Sales Tax Collections



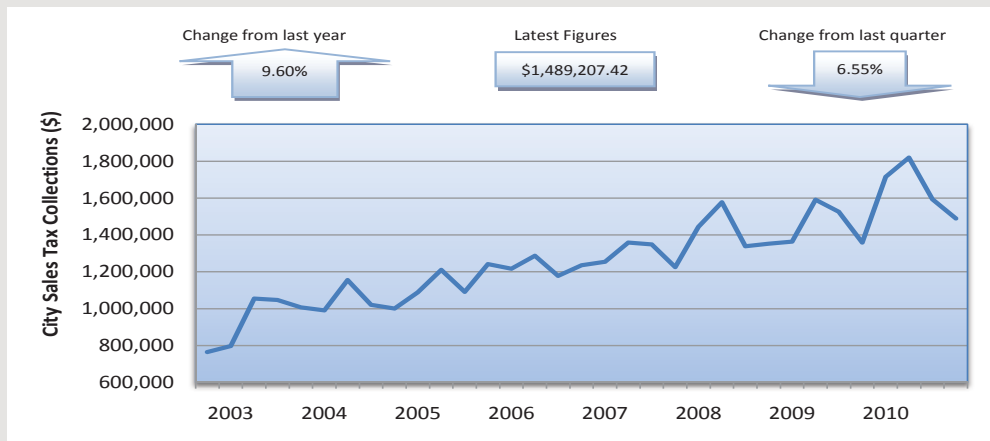
Source: Oklahoma Tax Commission

*Chart 2:* Proportion of 4th Qtr 2010 Retail Trade Sectors (SIC 52-59) Sales Tax Collections to Total Sales Tax Collections in Lawton



Source: Oklahoma Tax Commission

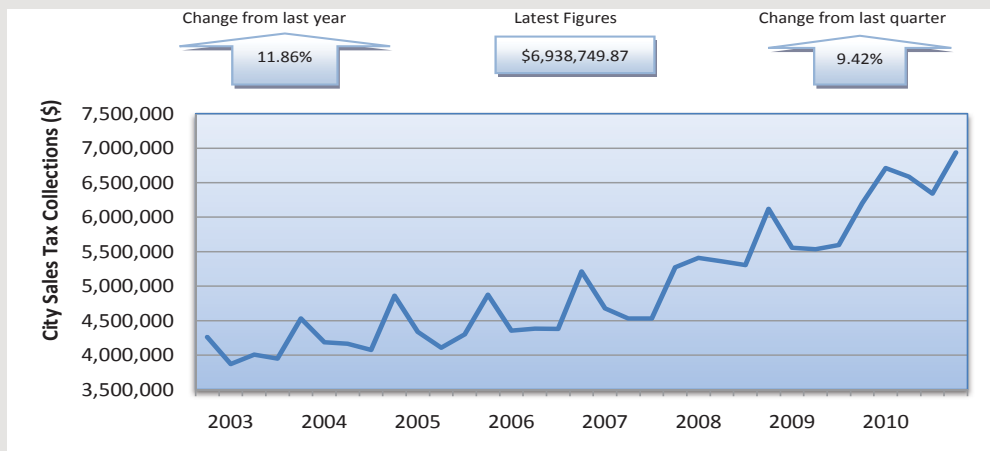
*Chart 3:* Lawton Durable Goods City Sales Tax Collections



Durable Goods Retail Trade Sectors	4th Qtr 2010
Building Materials, Hardware, Garden Supply & Mobile Home Dealer	\$738,132.46
Automotive Dealers & Gasoline Service Stations	\$283,873.85
Furniture, Home Furnishings & Equipment Stores	\$467,201.11
<b>Durable Goods</b>	<b>\$1,489,207.42</b>

Source: Oklahoma Tax Commission

*Chart 4:* Lawton Nondurable Goods City Sales Tax Collections



Nondurable Goods Retail Trade Sectors	4th Qtr 2010
General Merchandise Stores	\$3,595,564.71
Food Stores	\$556,738.87
Apparel & Accessory Stores	\$531,330.03
Eating & Drinking Places	\$1,432,216.07
Miscellaneous Retail	\$822,900.19
<b>Nondurable Goods</b>	<b>\$6,938,749.87</b>

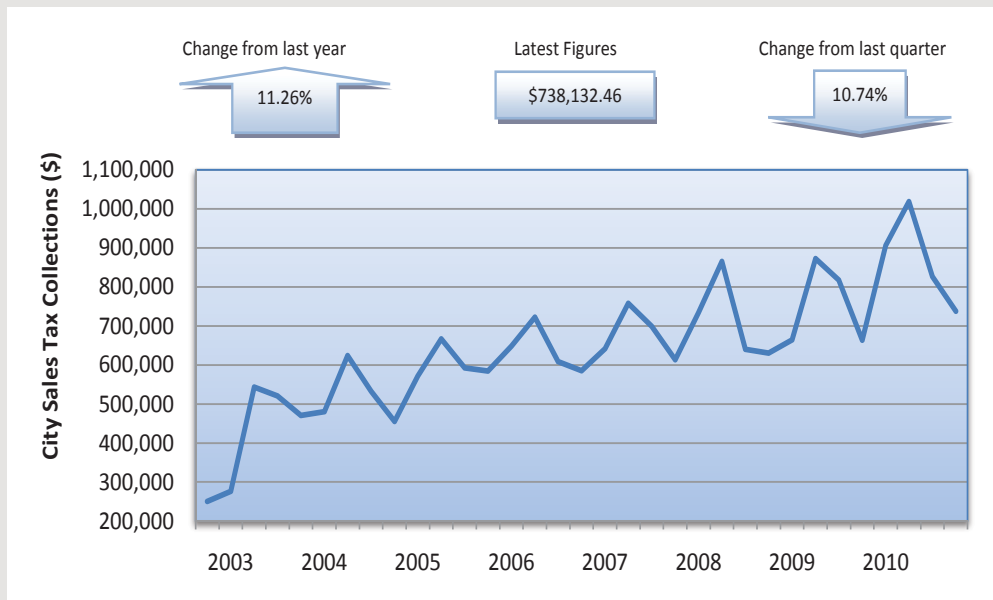
Source: Oklahoma Tax Commission

Durable goods for the retail trade sectors (SIC 52-59) accounted for \$1,489,207.42 during 4th Qtr 2010. This is a decrease of 6.55% from the previous quarters total of \$1,593,631.62.

Nondurable goods totaled \$6,938,749.87 during 4th Qtr 2010. This represents an increase of 9.42% from the previous quarter.

Lawton building materials, hardware, garden supply and mobile home dealer city sales tax collections were down 10.74% on the quarter for a total city sales tax collection of \$738,132.46 in the sector. Over the course of the past year, city sales tax collections were up 11.26%. It is important to note that this SIC category includes lumber and other building materials dealers; paint, glass and wallpaper stores; hardware stores; retail nurseries, lawn and garden supply stores; and mobile home dealers.

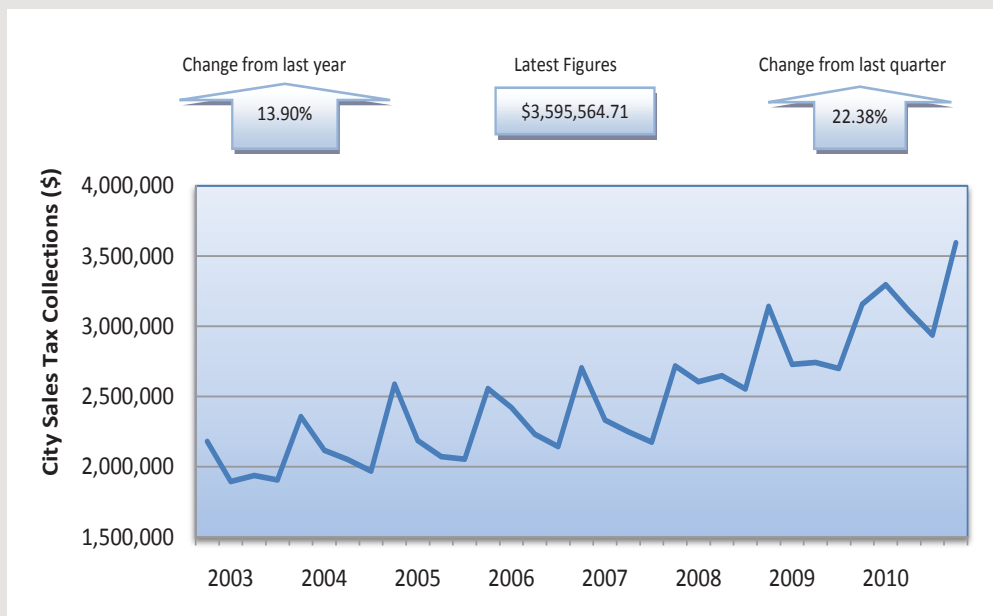
*Chart 5:* Lawton Building Materials, Hardware, Garden Supply and Mobile Home Dealer (SIC 52) City Sales Tax Collections



Source: Oklahoma Tax Commission

Lawton general merchandise stores city sales tax collections were up 22.38% between 3rd Qtr 2010 and 4th Qtr 2010. When compared to the previous year, the sector's city sales tax collections were up 13.90%. This marked the first time that city sales tax collections have been above \$3,500,000. The General Merchandise Stores sector consists of department stores; variety stores; and miscellaneous general merchandise stores.

*Chart 6:* Lawton General Merchandise Stores (SIC 53) City Sales Tax Collections



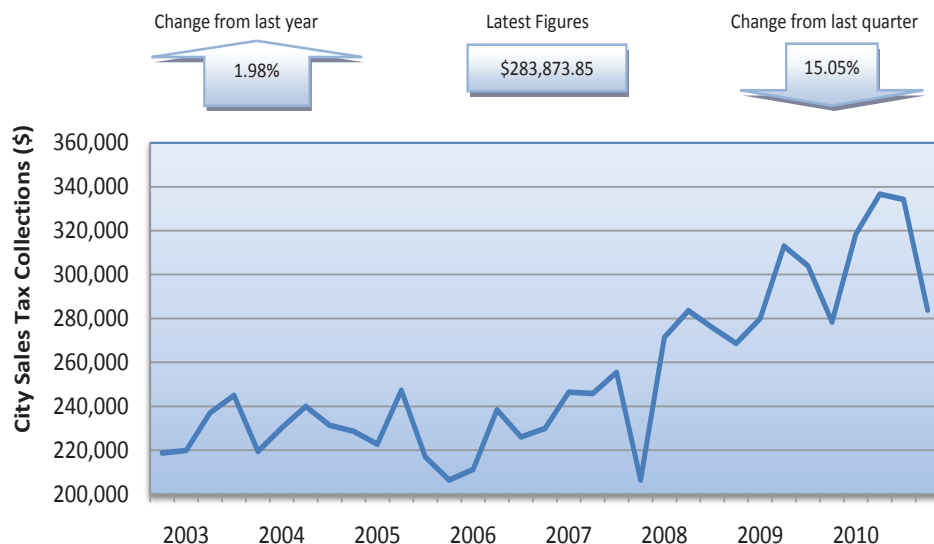
Source: Oklahoma Tax Commission

*Chart 7:* Lawton Food Stores (SIC 54) City Sales Tax Collections



Source: Oklahoma Tax Commission

*Chart 8:* Lawton Automotive Dealers and Gasoline Service Stations (SIC 55) City Sales Tax Collections



Source: Oklahoma Tax Commission

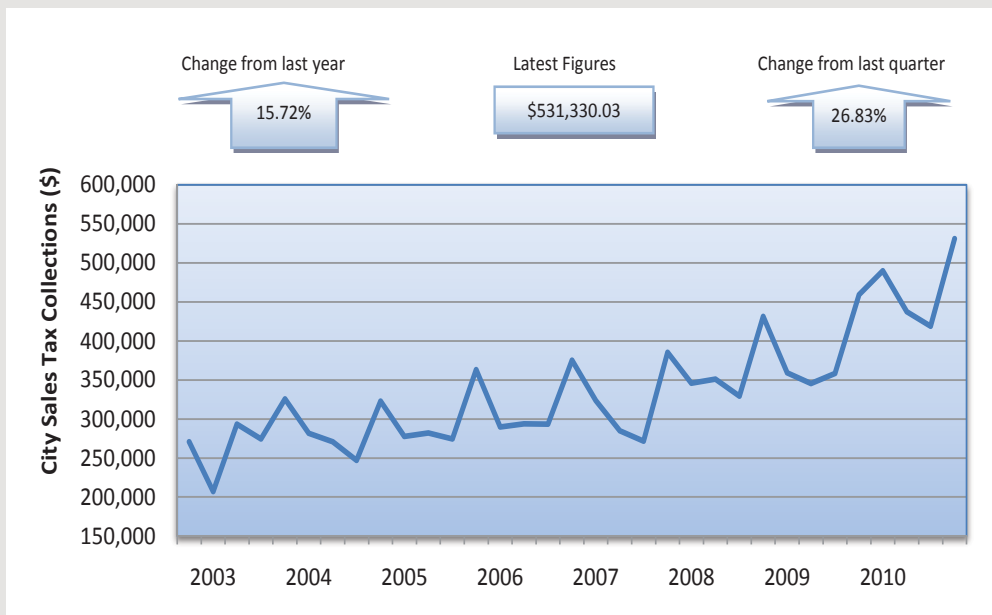
Lawton food stores city sales tax collections fell 8.67% between 3rd Qtr 2010 and 4th Qtr 2010 and rose 8.58% between 4th Qtr 2009 and 4th Qtr 2010. This SIC sector includes grocery stores; meat and fish markets, including freezer provisioners; fruit and vegetable markets; candy, nut and confectionery stores; dairy products stores; retail bakeries; and miscellaneous food stores.

Lawton automotive dealers and gasoline service stations city sales tax collections were down 15.05% on the quarter for a total city sales tax collection of \$283,873.85 in the sector. Between 4th Qtr 2009 and 4th Qtr 2010, the sector's city sales tax collections were up 1.98%. It is important to note that this SIC category includes motor vehicle dealers (new and used); motor vehicle dealers (used only); auto and home supply stores; gasoline service stations; boat dealers; recreational vehicle dealers; motorcycle dealers; and automotive dealers, not elsewhere classified.



Lawton apparel and accessory stores city sales tax collections rose 26.83% between 3rd Qtr 2010 and 4th Qtr 2010. When compared to the previous year, the sector's city sales tax collections were up 15.72%. This marked the first time that city sales tax collections have been above \$500,000. The Apparel and Accessory Stores sector includes men's and boy's clothing and accessory stores; women's clothing stores; women's accessory and specialty stores; children's and infants' wear stores; family clothing stores; shoe stores; and miscellaneous apparel and accessory stores.

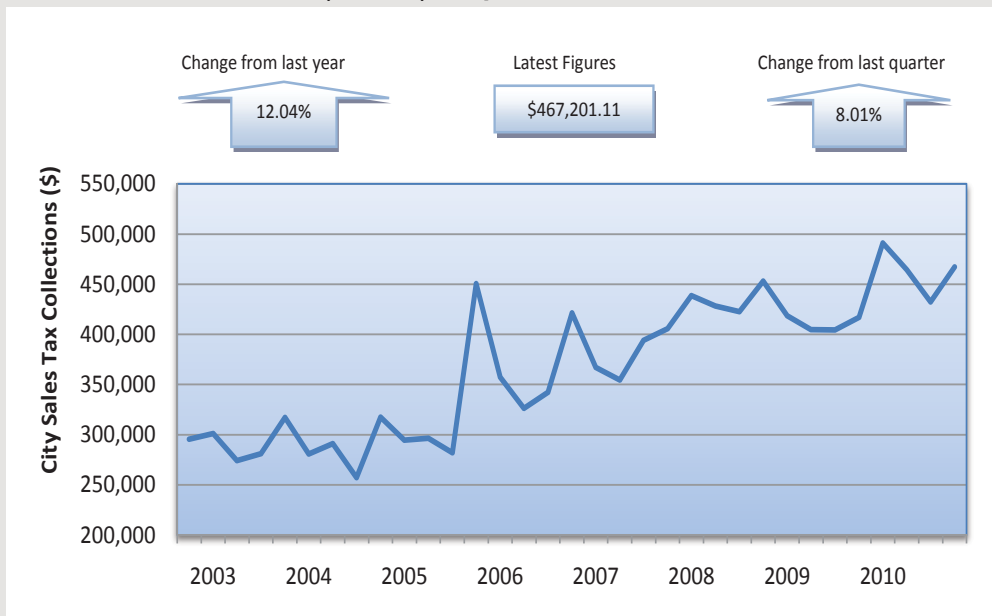
*Chart 9:* Lawton Apparel and Accessory Stores (SIC 56) City Sales Tax Collections



Source: Oklahoma Tax Commission

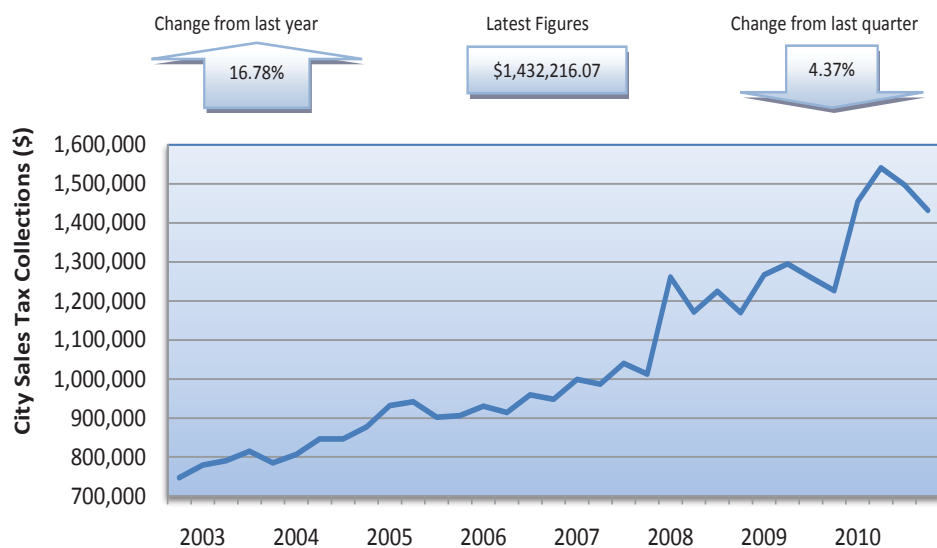
Lawton furniture, home furnishings and equipment stores city sales tax collections were up 8.01% from the previous quarter. Over the course of the past year, the city sales tax collections for the sector rose 12.04%. The Furniture, Home Furnishings and Equipment Stores sector consists of home furniture and furnishings stores; household appliance stores; and radio, television, consumer electronics and music stores.

*Chart 10:* Lawton Furniture, Home Furnishings and Equipment Stores (SIC 57) City Sales Tax Collections



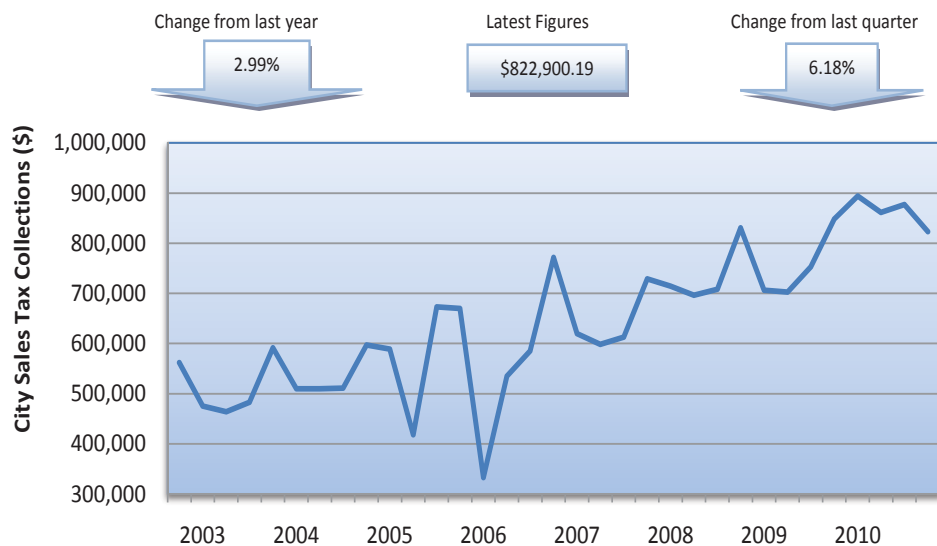
Source: Oklahoma Tax Commission

**Chart 11: Lawton Eating and Drinking Places (SIC 58) City Sales Tax Collections**



Source: Oklahoma Tax Commission

**Chart 12: Lawton Miscellaneous Retail (SIC 59) City Sales Tax Collections**



Source: Oklahoma Tax Commission

Lawton eating and drinking places city sales tax collections fell 4.37% between 3rd Qtr 2010 and 4th Qtr 2010 and rose 16.78% between 4th Qtr 2009 and 4th Qtr 2010. This SIC sector includes eating and drinking places.

Lawton miscellaneous retail city sales tax collections were down 6.18% from the previous quarter for a total city sales tax collection of \$822,900.19 in the sector. The sector's city sales tax collections were down 2.99% for the year. The Miscellaneous Retail sector consists of drug stores and proprietary stores; liquor stores; used merchandise stores; miscellaneous shopping goods stores; nonstore retailers; fuel dealers; and retail stores, not elsewhere classified.