

By: Leia Moore



SOIC Regional Economic Indicators:

Lawton Focus on the Retail Trade Sectors (SIC 52-59)

Center for Economic & Business Development

Lawton city sales tax collections for the Retail Trade sectors (SIC 52-59) rose 11.44% (\$0.865 million) in 1st Qtr 2010 from the previous quarter. Over the course of the past year, all eight sectors managed an increase in their sector's city sales tax collections. The Building Materials, Hardware, Garden Supply and Mobile Home Dealer sector (SIC 52) managed the greatest percentage gain with 36.37% (\$0.242 million), followed by the Apparel and Accessory Stores sector (SIC 56) with 36.30% (\$0.130 million) and the Miscellaneous Retail sector (SIC 59) with 26.62% (\$0.188 million). In 1st Qtr 2008, Lawton's city sales tax rate increased from 3.25% to 3.625%.

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

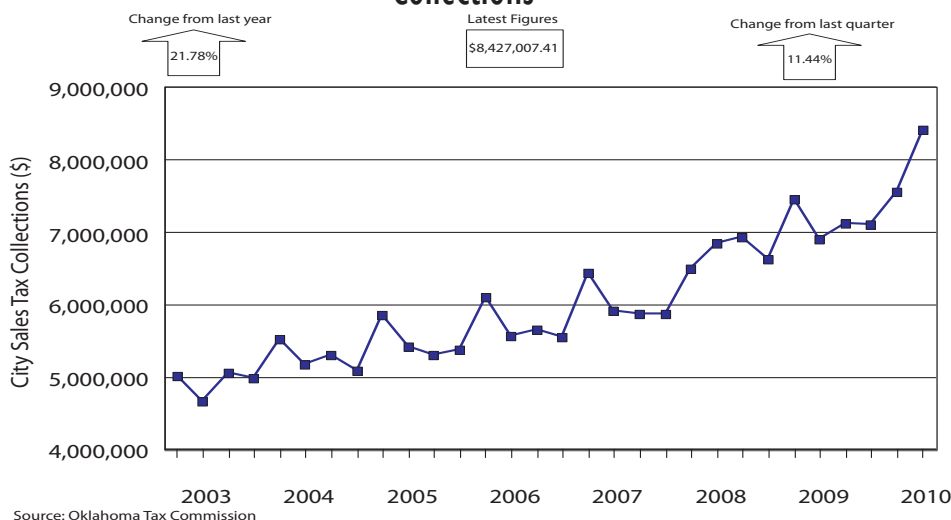
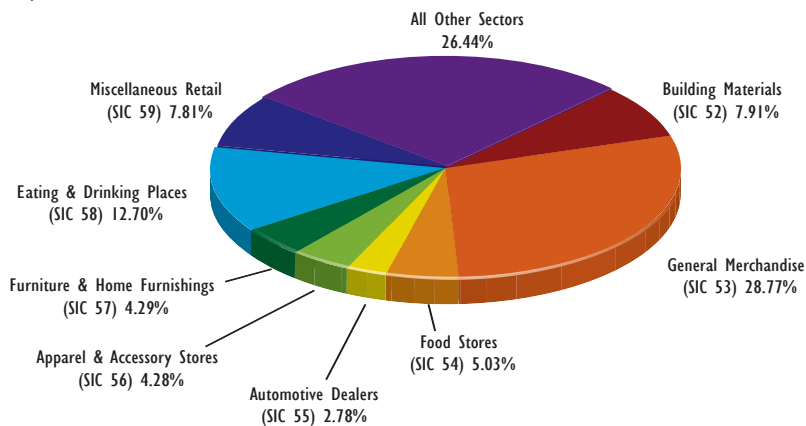


Chart 2: Proportion of 1st Qtr 2010 Retail Trade Sectors (SIC 52-59) Sales Tax Collections to Total Sales Tax Collections in Lawton



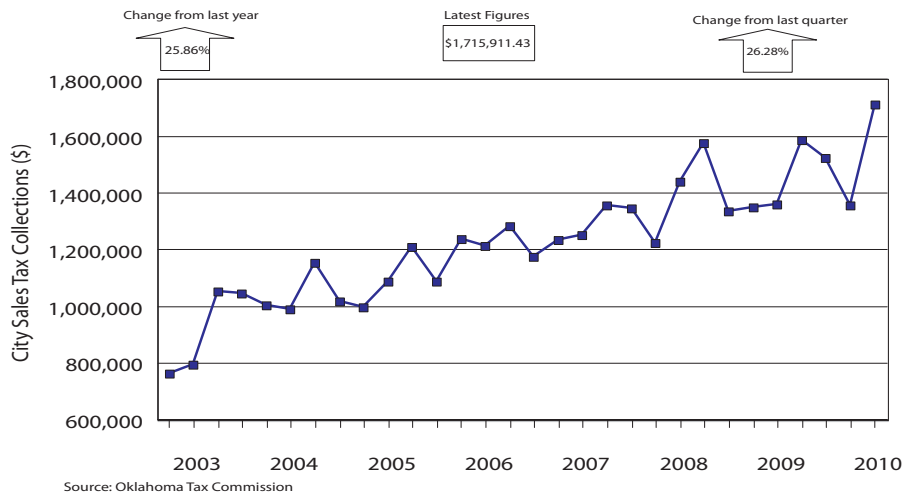
Source: Oklahoma Tax Commission

The Retail Trade sectors (SIC 52-59) make up 73.56% of the total sales tax collections in Lawton during 1st Qtr 2010. The General Merchandise sector (SIC 53) accounts for 28.77% of total sales tax collections; while all other sectors (excluding the retail trade sectors) only make up 26.44% of total sales tax collections.

July 2010

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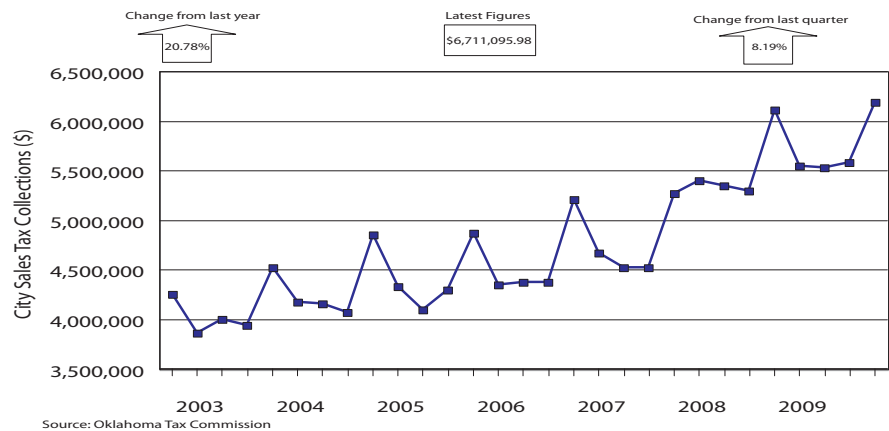
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Chart 3: Lawton Durable Goods City Sales Tax Collections

Durable Goods Retail Trade Sectors	1st Qtr 2010
Building Materials, Hardware, Garden Supply & Mobile Home Dealer	\$906,518.97
Automotive Dealers & Gasoline Service Stations	\$318,376.80
Furniture, Home Furnishings & Equipment Stores	\$491,015.66
Durable Goods	\$1,715,911.43

Durable goods for the retail trade sectors (SIC 52-59) accounted for \$1,715,911.43 during 1st Qtr 2010. This is an increase of 26.28% from the previous quarters total of \$1,358,778.73.

Nondurable goods totaled \$6,711,095.98 during 1st Qtr 2010. This represents an increase of 8.19% from the previous quarter.

Chart 4: Lawton Nondurable Goods City Sales Tax Collections

Nondurable Goods Retail Trade Sectors	1st Qtr 2010
General Merchandise Stores	\$3,295,870.02
Food Stores	\$576,327.34
Apparel & Accessory Stores	\$489,779.86
Eating & Drinking Places	\$1,454,883.92
Miscellaneous Retail	\$894,234.84
Nondurable Goods	\$6,711,095.98

Lawton building materials, hardware, garden supply and mobile home dealer city sales tax collections were up 36.64% on the quarter for a total city sales tax collection of \$906,518.97 in the sector. Over the course of the past year, city sales tax collections were up 36.37%. 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

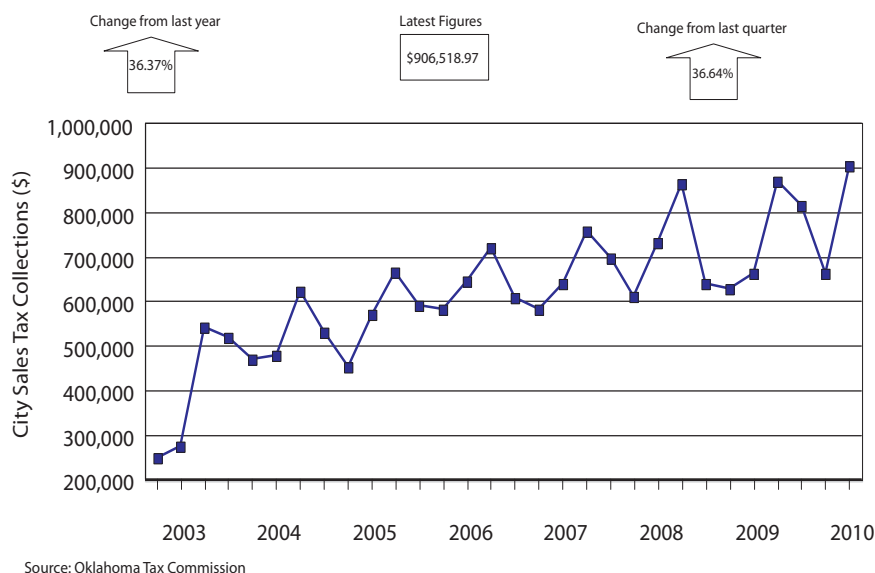
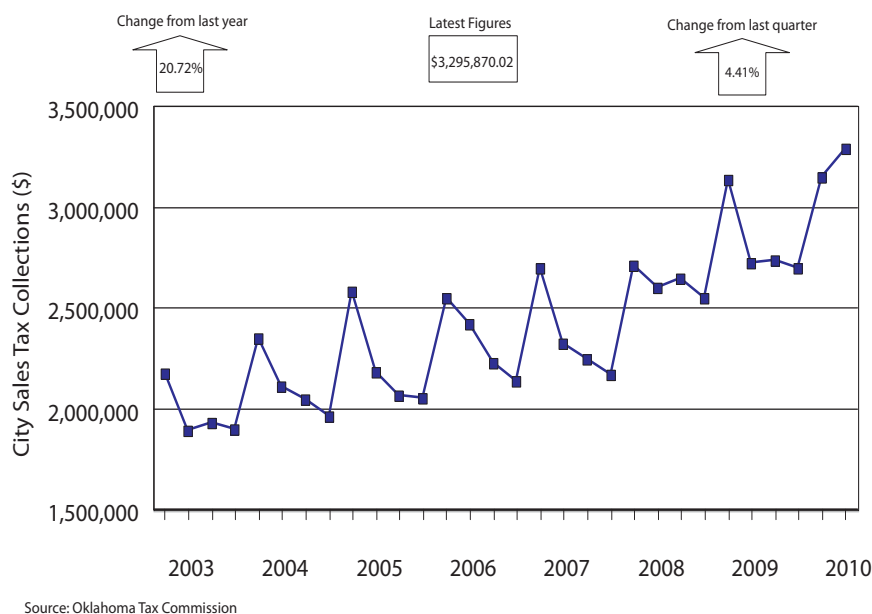
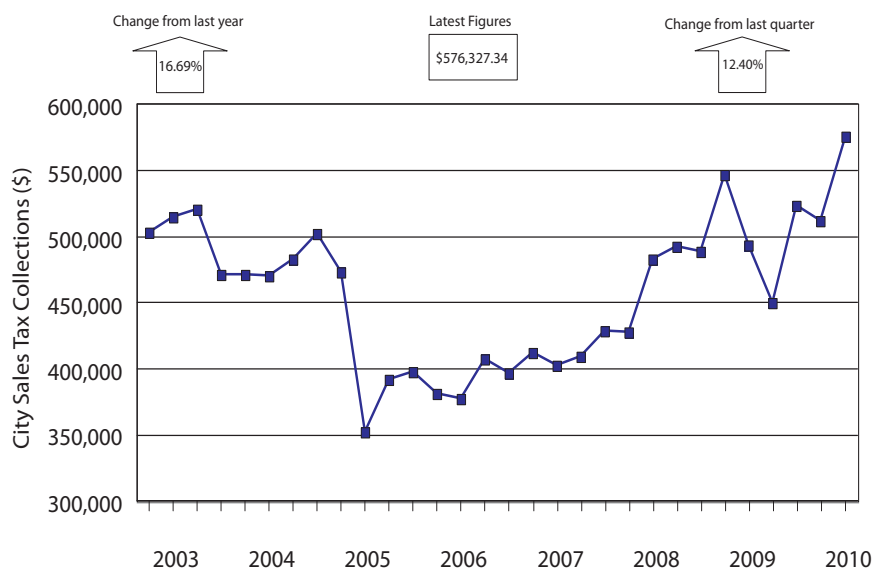


Chart 6: Lawton General Merchandise Stores (SIC 53) City Sales Tax Collections



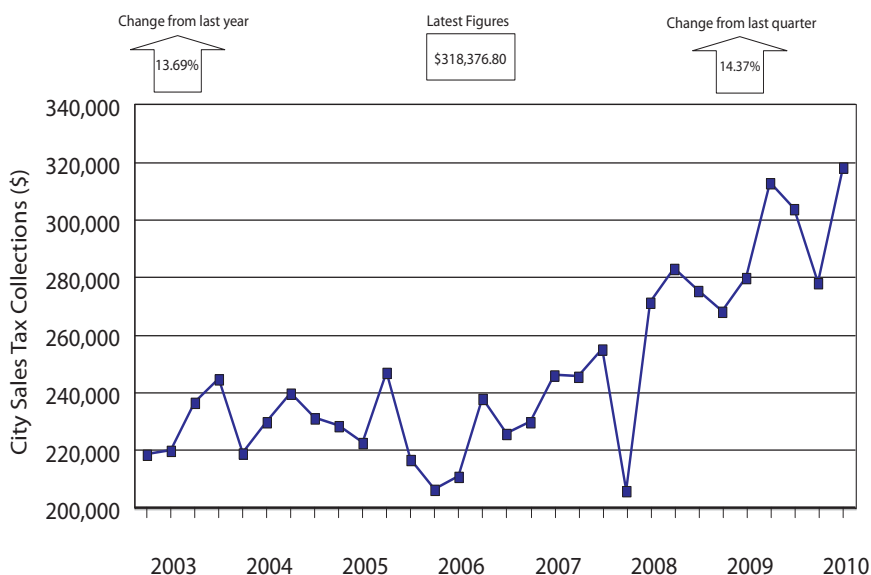
Lawton general merchandise stores city sales tax collections were up 4.41% between 4th Qtr 2009 and 1st Qtr 2010. When compared to the previous year, the sector's city sales tax collections were up 20.72%. The General Merchandise Stores sector consists of department stores; variety stores; and miscellaneous general merchandise stores.

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

Source: Oklahoma Tax Commission

Lawton food stores city sales tax collections rose 12.40% between 4th Qtr 2009 and 1st Qtr 2010 and 16.69% between 1st Qtr 2009 and 1st 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.

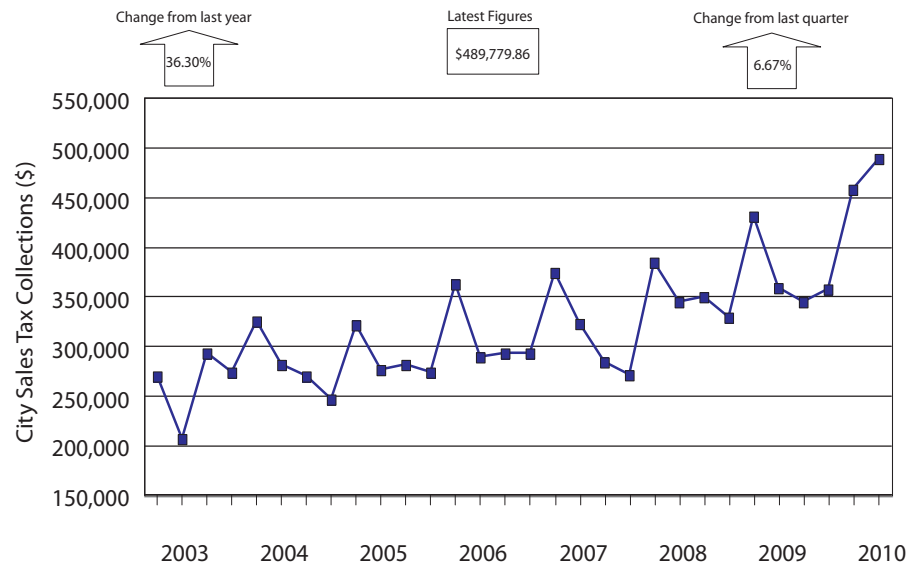
Lawton automotive dealers and gasoline service stations city sales tax collections were up 14.37% on the quarter for a total city sales tax collection of \$318,376.80 in the sector. Between 1st Qtr 2009 and 1st Qtr 2010, the sector's city sales tax collections were up 13.69%. It is important to note 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.

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

Source: Oklahoma Tax Commission

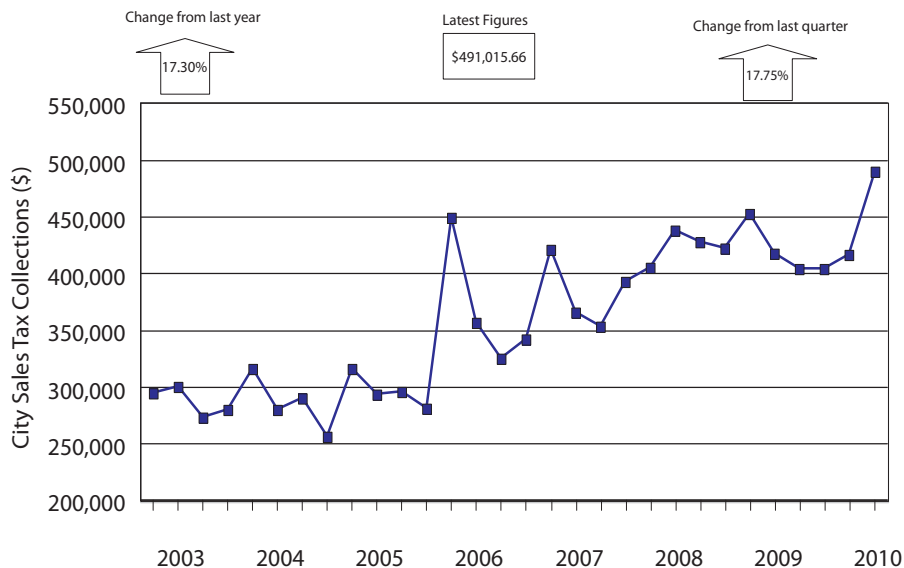
Lawton apparel and accessory stores city sales tax collections rose 6.67% between 4th Qtr 2009 and 1st Qtr 2010. When compared to the previous year, the sector's city sales tax collections were up 36.30%. The Apparel and Accessory Stores sector includes men's and boy's clothing and accessory stores; 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



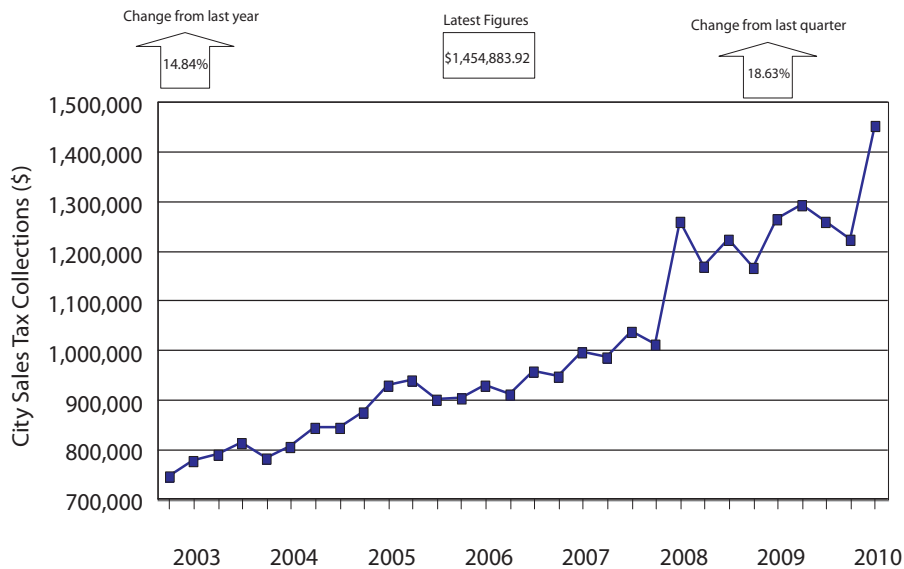
Source: Oklahoma Tax Commission

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



Source: Oklahoma Tax Commission

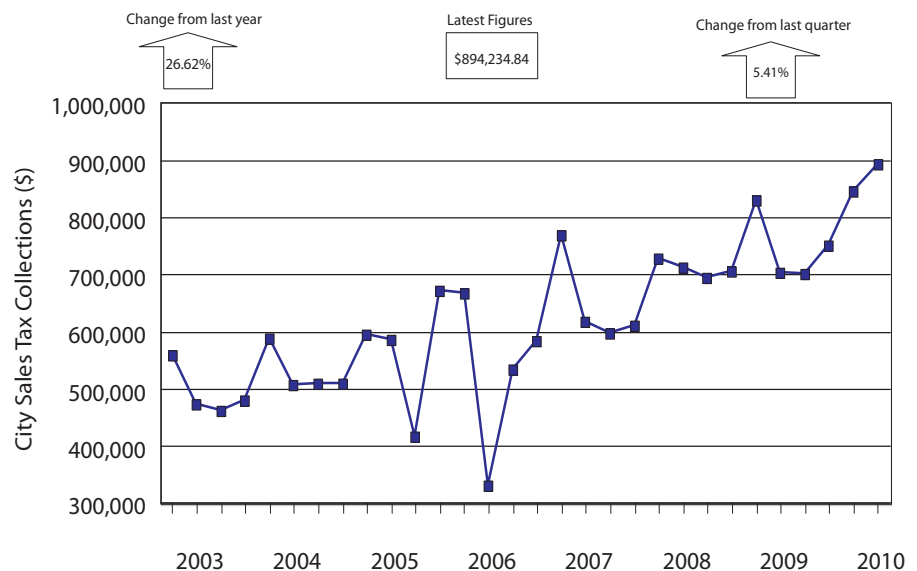
Lawton furniture, home furnishings and equipment stores city sales tax collections were up 17.75% from the previous quarter. Over the course of the past year, the city sales tax collections for the sector rose 17.30%. The Furniture, Home Furnishings and Equipment Stores sector consists of home furniture and furnishings stores; household appliance stores; and radio, television, consumer electronics and music stores.

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

Source: Oklahoma Tax Commission

Lawton eating and drinking places city sales tax collections rose 18.63% between 4th Qtr 2009 and 1st Qtr 2010 and 14.84% between 1st Qtr 2009 and 1st Qtr 2010. This SIC sector includes eating and drinking places.

Lawton miscellaneous retail city sales tax collections were up 5.41% from the previous quarter for a total city sales tax collection of \$894,234.84 in the sector. The sector's city sales tax collections were up 26.62% 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.

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

Source: Oklahoma Tax Commission