

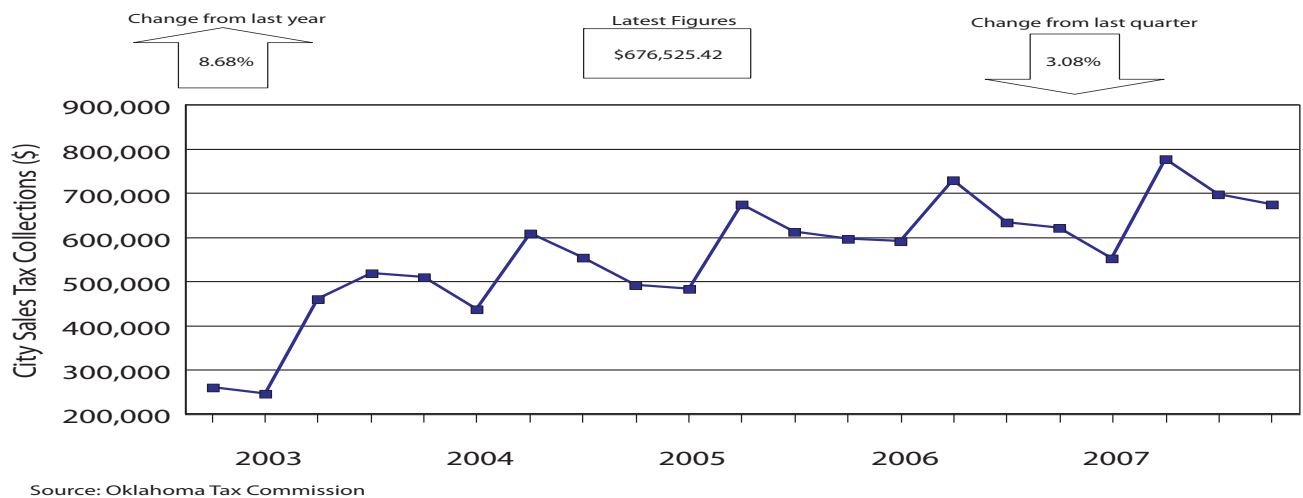
SOIC Regional Economic Indicators: *Lawton Focus on the Retail Trade Sectors (SIC 52-59)*

By: Leia Moore

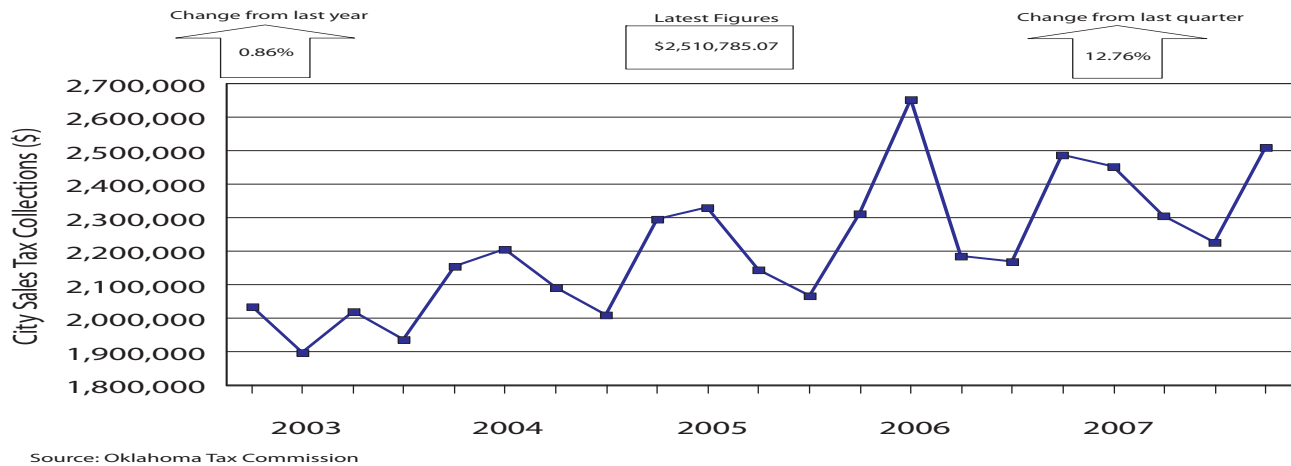
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Lawton city sales tax collections for the Retail Trade sectors (SIC 52-59) rose 4.93% (\$0.292 million) in 4th Qtr 2007 from the previous quarter. Over the course of the past year, five of the eight sectors managed an increase in their sector's city sales tax collections. The Building Materials, Hardware, Garden Supply and Mobile Home Dealer sector (SIC 52) managed the greatest percentage gain with 8.68% (\$0.054 million), followed by the Food Stores sector (SIC 54) with 7.44% (\$0.029 million) and the Eating and Drinking Places sector (SIC 58) with 6.37% (\$0.061 million).

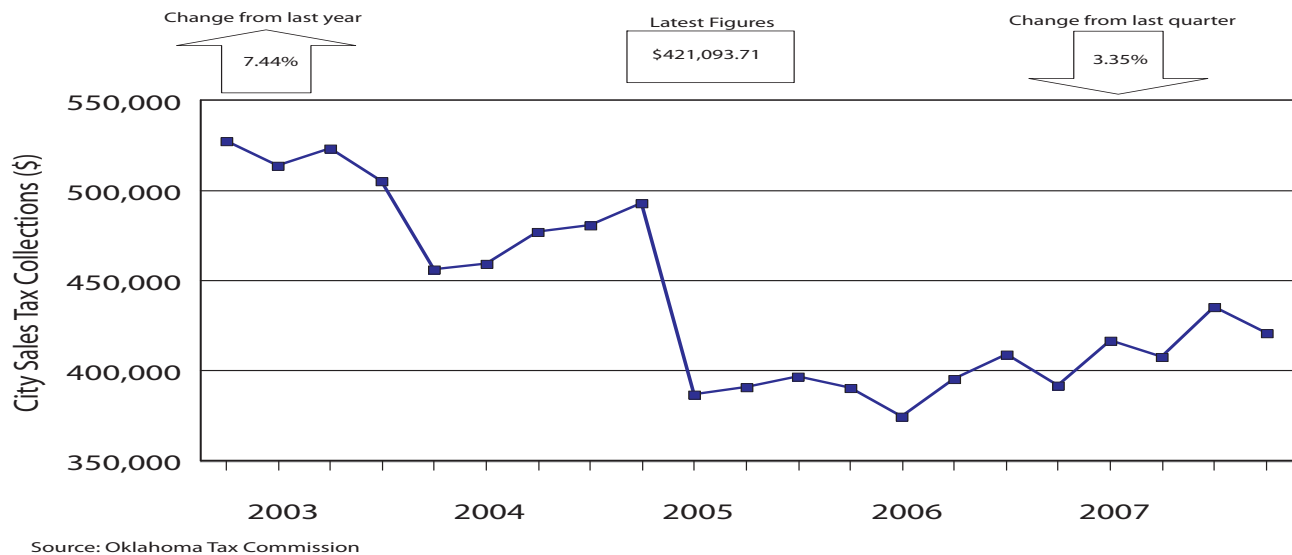
Chart 1: Lawton Building Materials, Hardware, Garden Supply and Mobile Home Dealer (SIC 52) City Sales Tax Collections



Lawton building materials, hardware, garden supply and mobile home dealer city sales tax collections were down 3.08% on the quarter for a total city sales tax collection of \$676,525.42 in the sector. This decrease is not unusual given the seasonality of the sector's sales. Over the course of the past year, the sector's city sales tax collections rose 8.68%. 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.

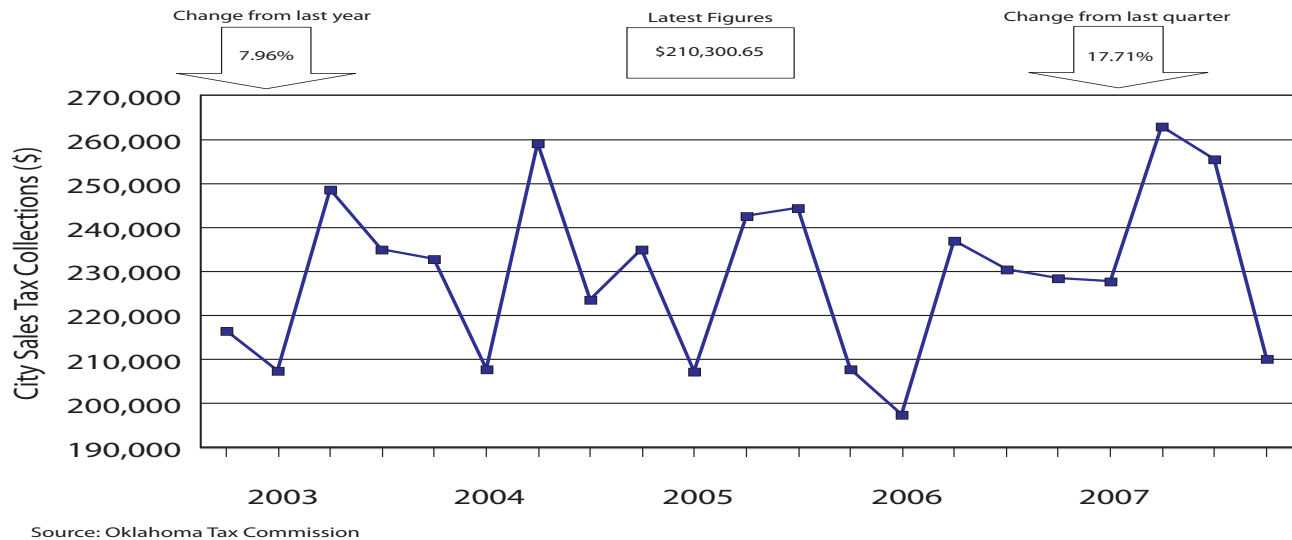
Chart 2: Lawton General Merchandise Stores (SIC 53) City Sales Tax Collections

Lawton general merchandise stores city sales tax collections were up 12.76% between 3rd Qtr 2007 and 4th Qtr 2007. When compared to the previous year, the sector's city sales tax collections rose 0.86%. The General Merchandise Stores sector consists of Department Stores; Variety Stores; and Miscellaneous General Merchandise Stores.

Chart 3: Lawton Food Stores (SIC 54) City Sales Tax Collections

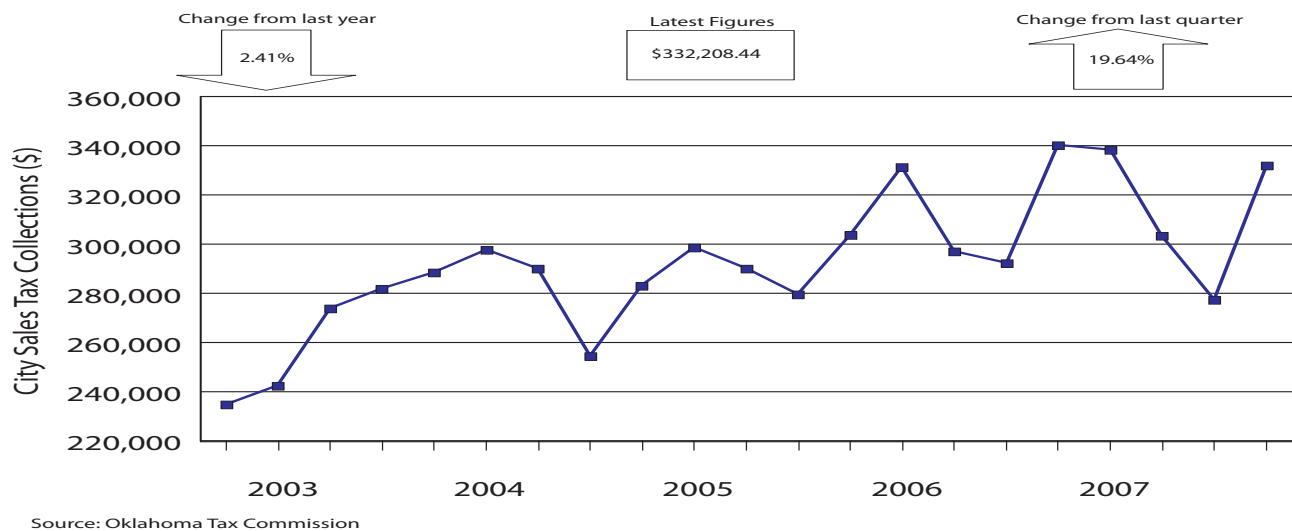
Lawton food stores city sales tax collections fell 3.35% between 3rd Qtr 2007 and 4th Qtr 2007. Between 4th Qtr 2006 and 4th Qtr 2007, the sector's city sales tax collections rose 7.44%. This SIC sector includes Grocery Stores; Meat and Fish Markets, Including Freezer Provisioners; Fruit and Vegetable Markets; Candy, Nut, and Confectionery Stores; Dairy Products Stores; Retail Bakeries; and Miscellaneous Food Stores.

Chart 4: Lawton Automotive Dealers and Gasoline Service Stations (SIC 55) City Sales Tax Collections

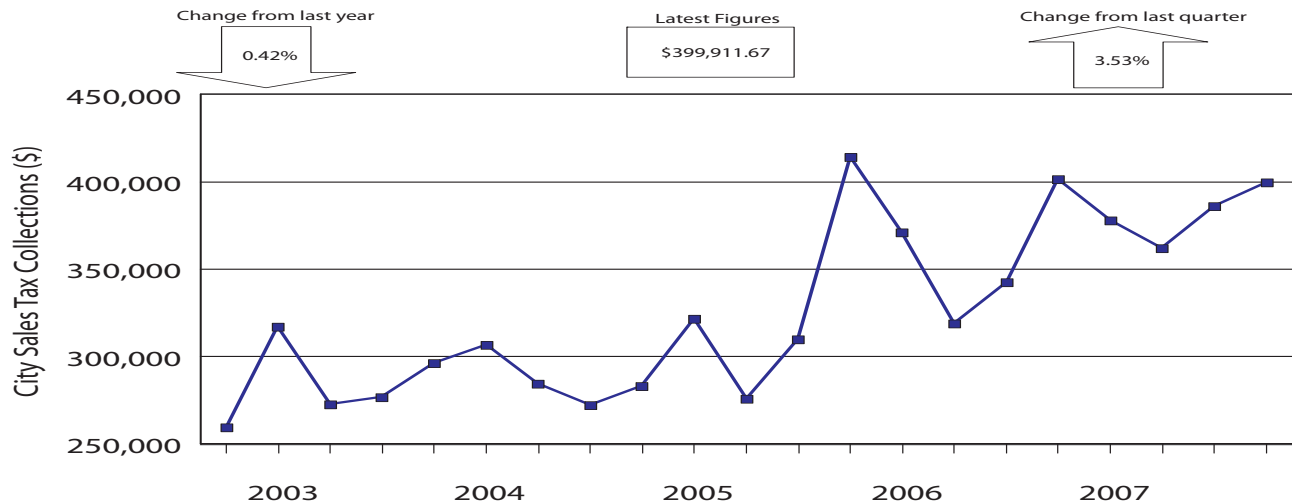


Lawton automotive dealers and gasoline service stations city sales tax collections were down 17.71% on the quarter for a total city sales tax collection of \$210,300.65 in the sector. The sector's city sales tax collections were down 7.96% for the year. It is important to note that this SIC category 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 5: Lawton Apparel and Accessory Stores (SIC 56) City Sales Tax Collections

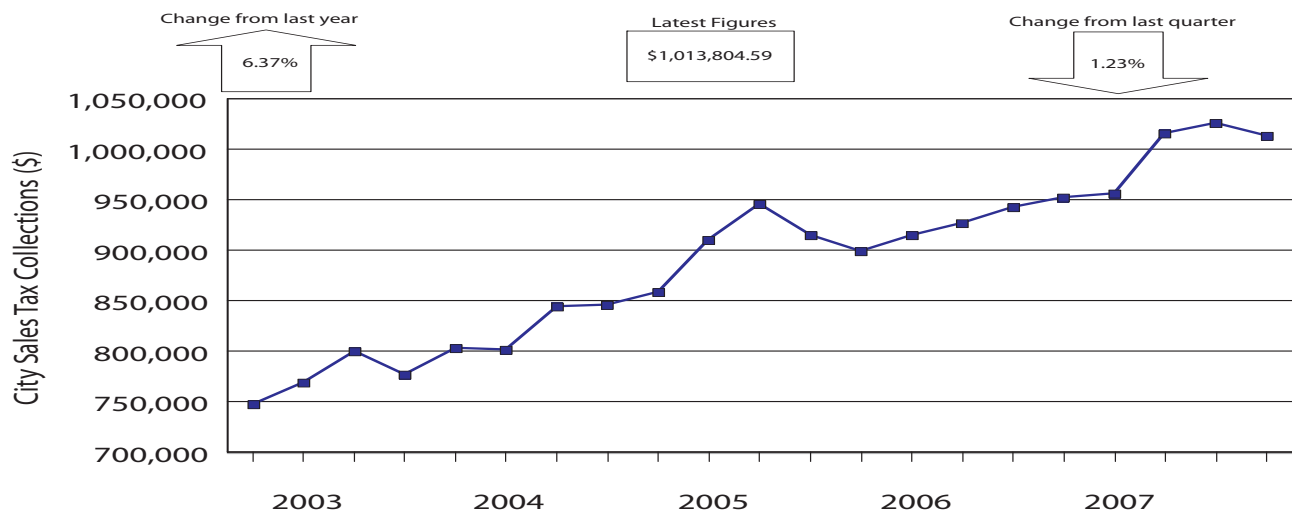


Lawton apparel and accessory stores city sales tax collections rose 19.64% between 3rd Qtr 2007 and 4th Qtr 2007 and fell 2.41% between 4th Qtr 2006 and 4th Qtr 2007. The Apparel and Accessory Stores sector includes Men's and Boy's Clothing and Accessory Stores; Women's Clothing Stores; Women's Accessory and Specialty Stores; Children's and Infants' Wear Stores; Family Clothing Stores; Shoe Stores; and Miscellaneous Apparel and Accessory Stores.

Chart 6: Lawton Furniture, Home Furnishings and Equipment Stores (SIC 57) City Sales Tax Collections

Source: Oklahoma Tax Commission

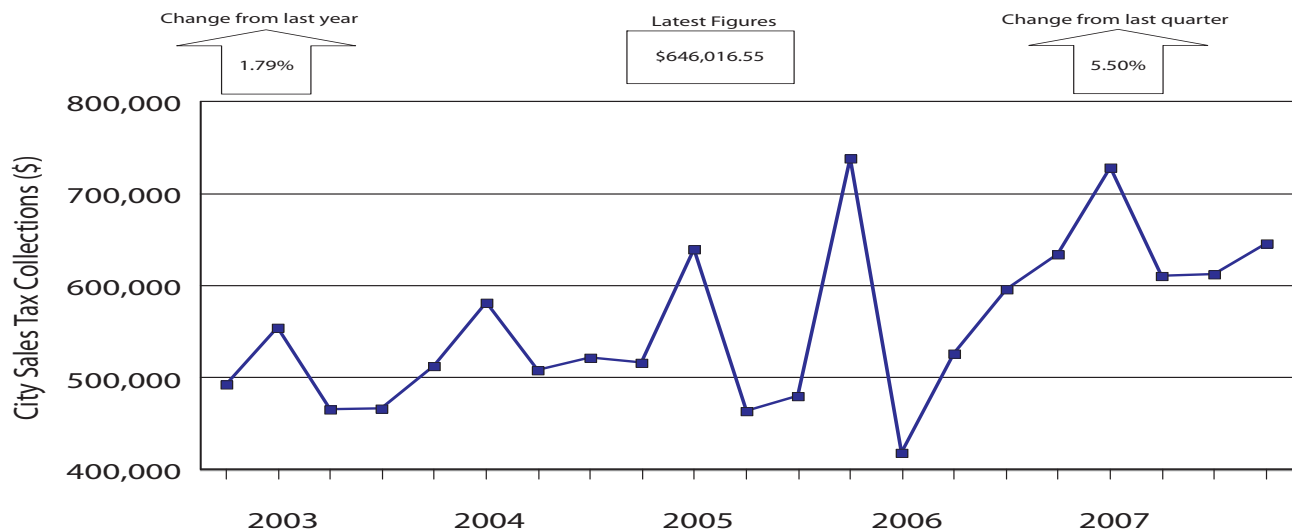
Lawton furniture, home furnishings and equipment stores city sales tax collections were up 3.53% from the previous quarter. The sector's city sales tax collections were down 0.42% for the year. The Furniture, Home Furnishings and Equipment Stores sector consists of Home Furniture and Furnishings Stores; Household Appliance Stores; and Radio, Television, Consumer Electronics, and Music Stores.

Chart 7: Lawton Eating and Drinking Places (SIC 58) City Sales Tax Collections

Source: Oklahoma Tax Commission

Lawton eating and drinking places city sales tax collections fell 1.23% between 3rd Qtr 2007 and 4th Qtr 2007 and rose 6.37% between 4th Qtr 2006 and 4th Qtr 2007. This SIC sector includes Eating and Drinking Places.

Chart 8: Lawton Miscellaneous Retail (SIC 59) City Sales Tax Collections



Source: Oklahoma Tax Commission

Lawton miscellaneous retail city sales tax collections were up 5.50% from the previous quarter for a total city sales tax collection of \$646,016.55 in the sector. Over the course of the past year, the sector's city sales tax collections were up 1.79%. 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 9: 4th Qtr Retail Trade Sectors for Lawton

Durable Goods	\$1,286,737.74
Building Materials, Hardware, Garden Supply & Mobile Home Dealer	\$676,525.42
Automotive Dealers & Gasoline Service Stations	\$210,300.65
Furniture, Home Furnishings & Equipment Stores	\$399,911.67
Nondurable Goods	\$4,923,908.36
General Merchandise Stores	\$2,510,785.07
Food Stores	\$421,093.71
Apparel & Accessory Stores	\$332,208.44
Eating & Drinking Places	\$1,013,804.59
Miscellaneous Retail	\$646,016.55