

By: Leia Moore



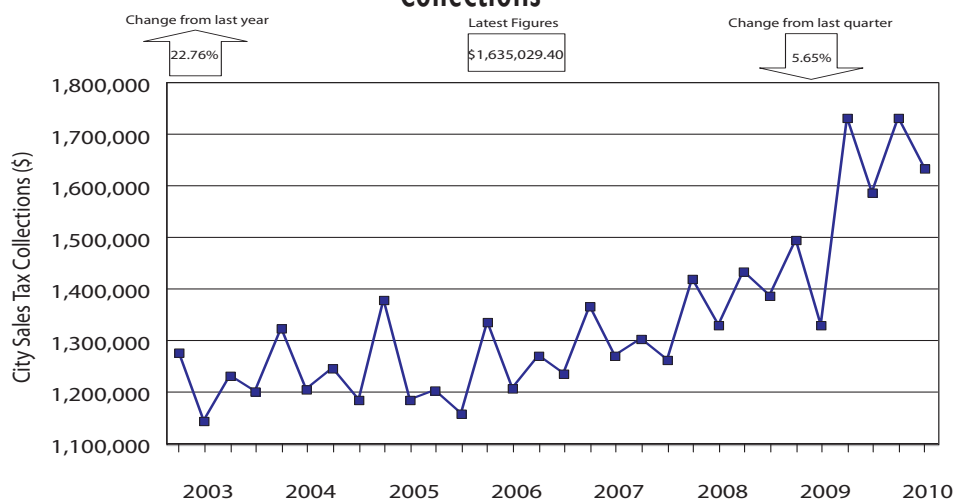
SOIC Regional Economic Indicators:

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

Center for Economic & Business Development

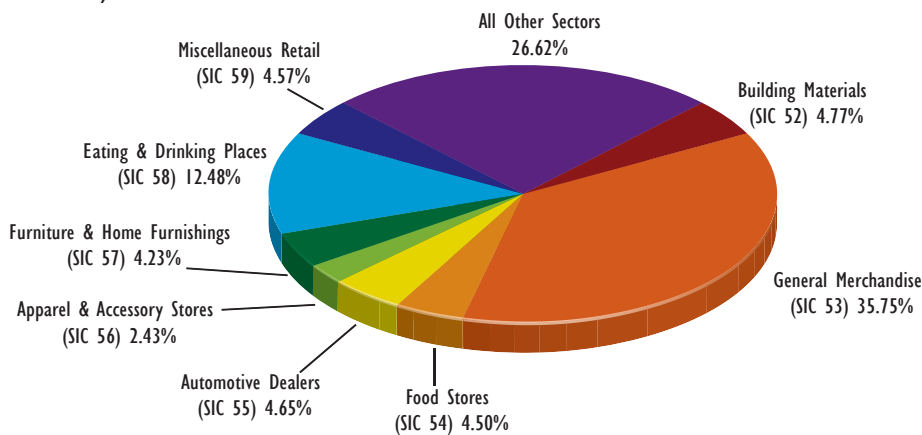
Altus city sales tax collections for the Retail Trade sectors (SIC 52-59) fell 5.65% (\$0.098 million) in 1st Qtr 2010 from the previous quarter. Over the course of the past year, seven of the eight sectors managed an increase in their sector's city sales tax collections. The General Merchandise Stores sector (SIC 53) managed the greatest percentage gain with 27.81% (\$0.173 million), followed by the Automotive Dealers and Gasoline Service Stations sector (SIC 55) with 27.37% (\$0.022 million) and the Eating and Drinking Places sector (SIC 58) with 25.11% (\$0.056 million). In 2nd Qtr 2009, Altus' city sales tax rate increased from 3% to 3.75%.

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



Source: Oklahoma Tax Commission

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



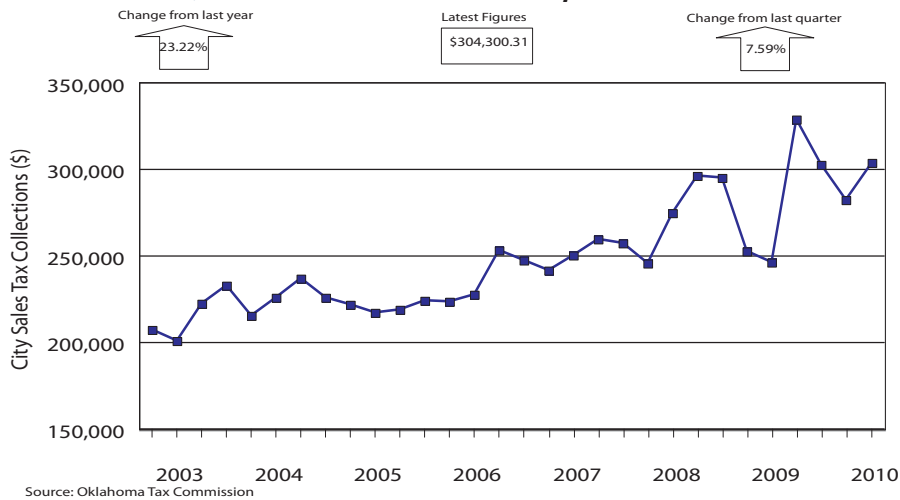
Source: Oklahoma Tax Commission

The Retail Trade sectors (SIC 52-59) make up 73.38% of the total sales tax collections in Altus during 1st Qtr 2010. The General Merchandise sector (SIC 53) accounts for 35.75% of total sales tax collections; while all other sectors (excluding the retail trade sectors) only make up 26.62% of total sales tax collections.

July 2010

Dr. Marvin Hankins, Director
100 Campus Drive
Weatherford, OK 73096

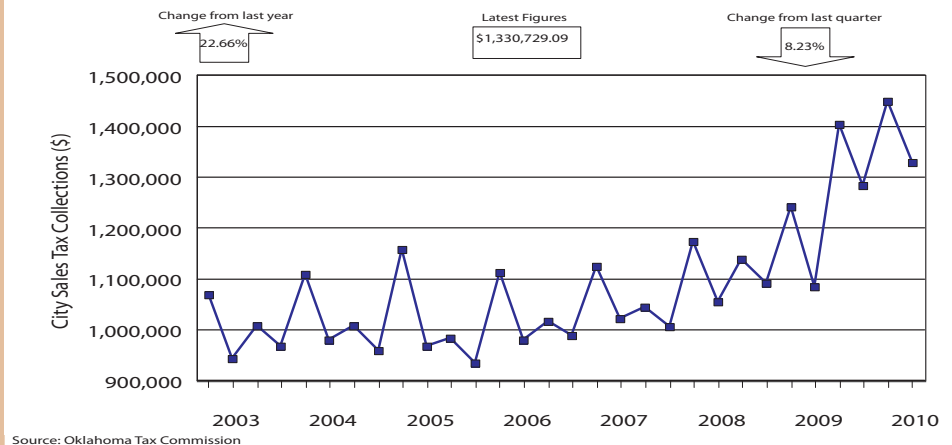
SWOSU
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Chart 3: Altus Durable Goods City Sales Tax Collections

Durable Retail Trade Sectors	1st Qtr 2010
Building Materials, Hardware, Garden Supply & Mobile Home Dealer	\$106,220.16
Automotive Dealers & Gasoline Service Stations	\$103,722.64
Furniture, Home Furnishings & Equipment Stores	\$94,357.51
Durable Goods	\$304,300.31

Durable goods for the retail trade sectors (SIC 52-59) accounted for \$304,300.31 during 1st Qtr 2010. This is an increase of 7.59% from the previous quarters total of \$282,830.71.

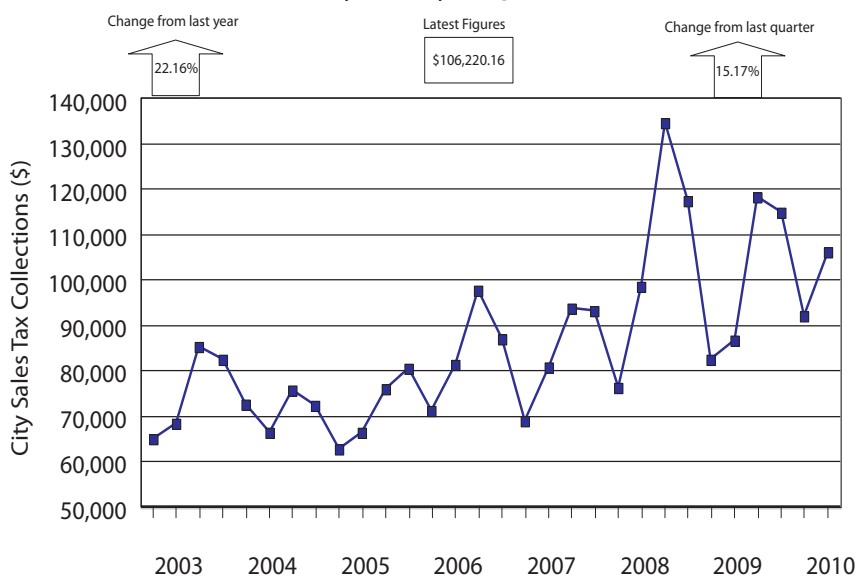
Nondurable goods totaled \$1,330,729.09 during 1st Qtr 2010. This represents a decrease of 8.23% from the previous quarter.

Chart 4: Altus Nondurable Goods City Sales Tax Collections

Nondurable Retail Trade Sectors	1st Qtr 2010
General Merchandise Stores	\$796,597.57
Food Stores	\$100,258.99
Apparel & Accessory Stores	\$54,061.09
Eating & Drinking Places	\$278,089.01
Miscellaneous Retail	\$101,722.43
Nondurable Goods	\$1,330,729.09

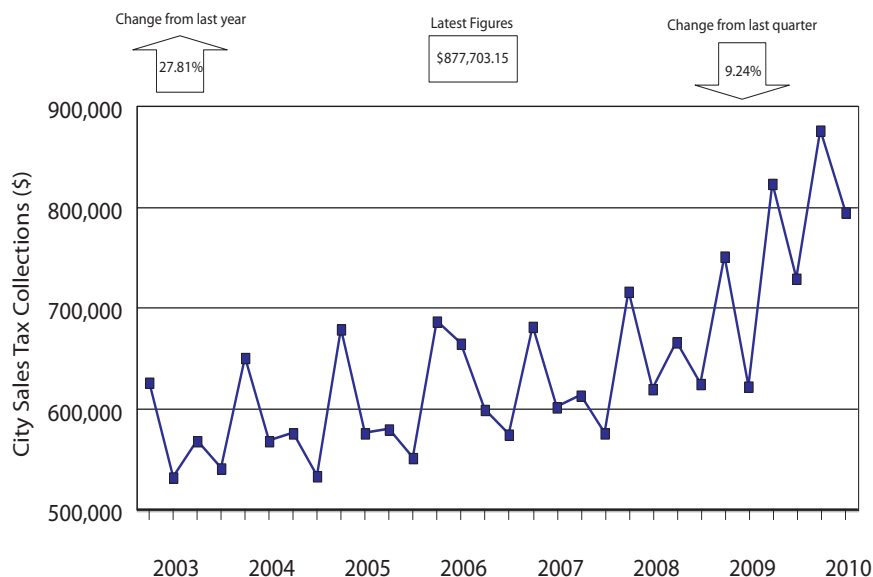
Altus building materials, hardware, garden supply and mobile home dealer city sales tax collections were up 15.17% on the quarter for a total city sales tax collection of \$106,220.16 in the sector. Over the course of the past year, city sales tax collections were up 22.16%. It is important to note that 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: Altus Building Materials, Hardware, Garden Supply and Mobile Home Dealer (SIC 52) City Sales Tax Collections



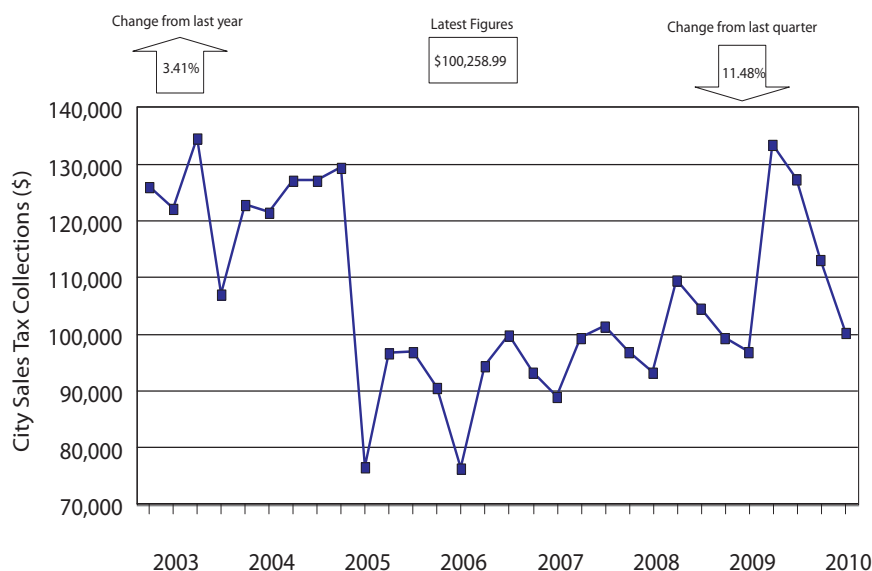
Source: Oklahoma Tax Commission

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



Source: Oklahoma Tax Commission

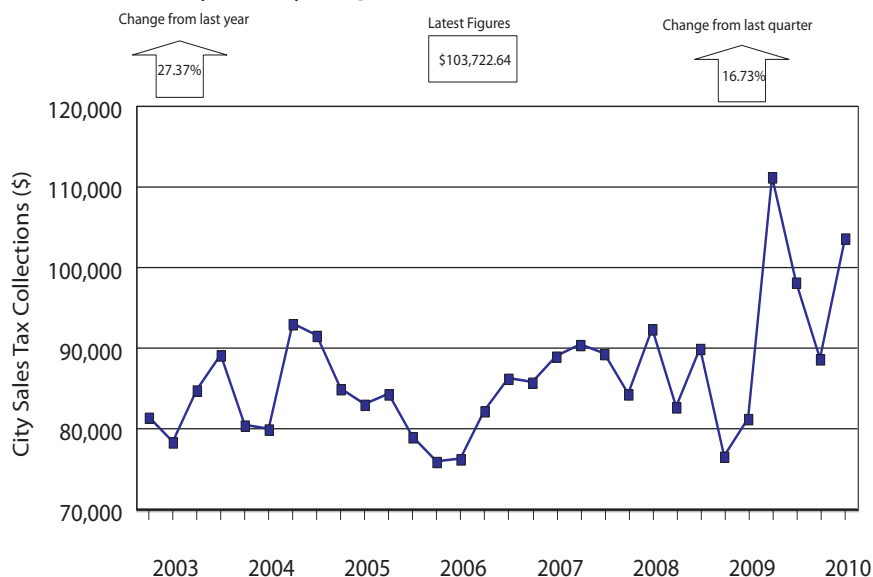
Altus general merchandise stores city sales tax collections were down 9.24% between 4th Qtr 2009 and 1st Qtr 2010. When compared to the previous year, the sector's city sales tax collections were up 27.81%. The General Merchandise Stores sector consists of department stores; variety stores; and miscellaneous general merchandise stores.

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

Source: Oklahoma Tax Commission

Altus food stores city sales tax collections fell 11.48% between 4th Qtr 2009 and 1st Qtr 2010 and rose 3.41% 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.

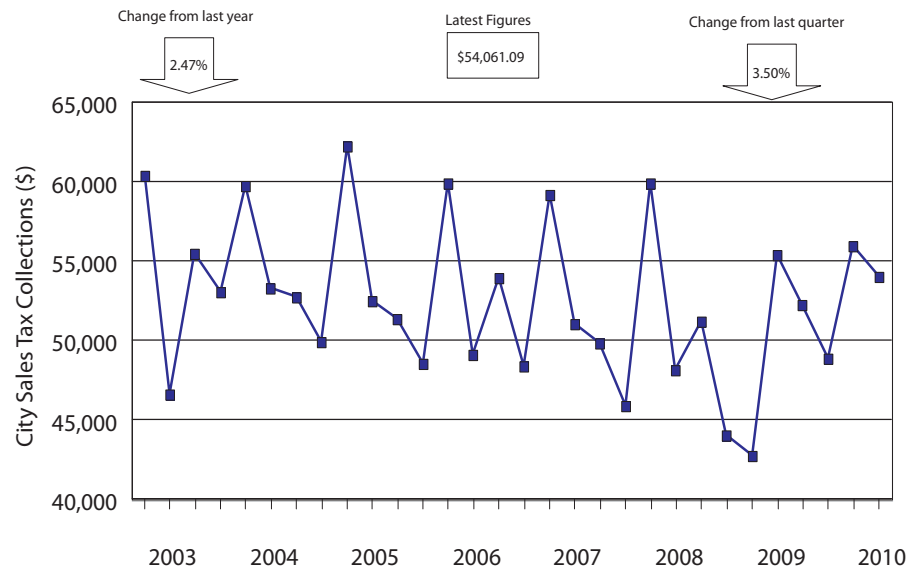
Altus automotive dealers and gasoline service stations city sales tax collections were up 16.73% on the quarter for a total city sales tax collection of \$103,722.64 in the sector. Between 1st Qtr 2009 and 1st Qtr 2010, the sector's city sales tax collections were up 27.37%. It is important to note that 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: Altus Automotive Dealers and Gasoline Service Stations (SIC 55) City Sales Tax Collections

Source: Oklahoma Tax Commission

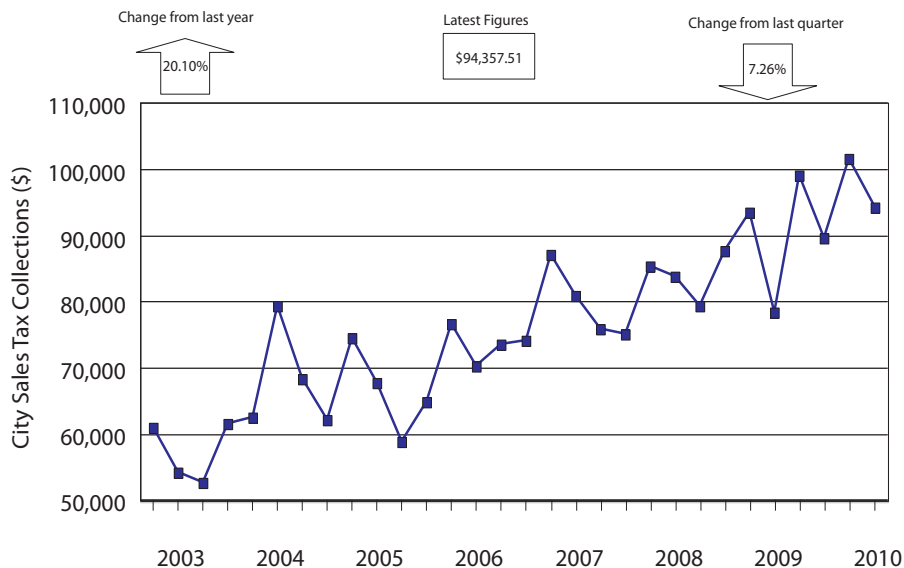
Altus apparel and accessory stores city sales tax collections fell 3.50% between 4th Qtr 2009 and 1st Qtr 2010. When compared to the previous year, the sector's city sales tax collections were down 2.47%. The Apparel and Accessory Stores sector includes men's and boy's clothing and accessory stores; 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: Altus Apparel and Accessory Stores (SIC 56) City Sales Tax Collections



Source: Oklahoma Tax Commission

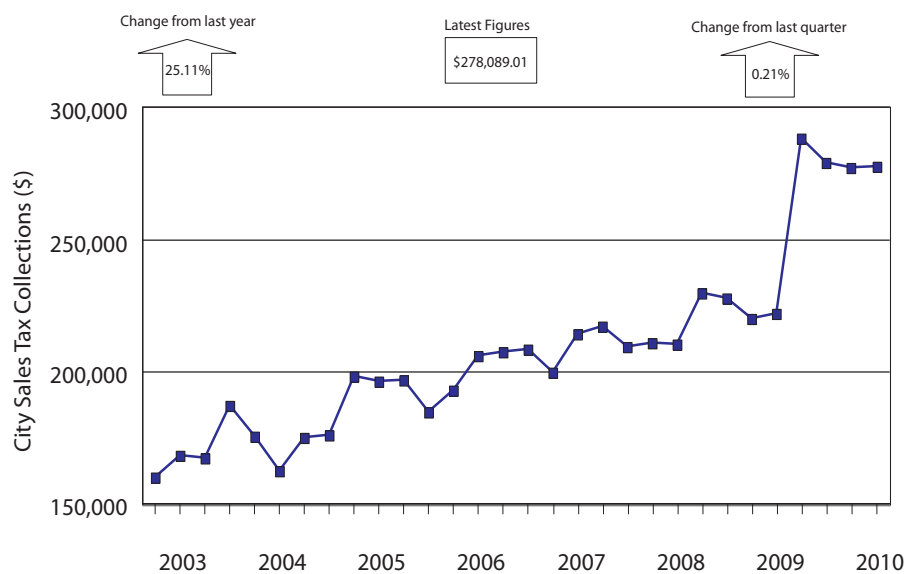
Chart 10: Altus Furniture, Home Furnishings and Equipment Stores (SIC 57) City Sales Tax Collections



Source: Oklahoma Tax Commission

Altus furniture, home furnishings and equipment stores city sales tax collections were down 7.26% from the previous quarter. Over the course of the past year, the city sales tax collections for the sector rose 20.10%. 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: Altus Eating and Drinking Places (SIC 58) City Sales Tax Collections

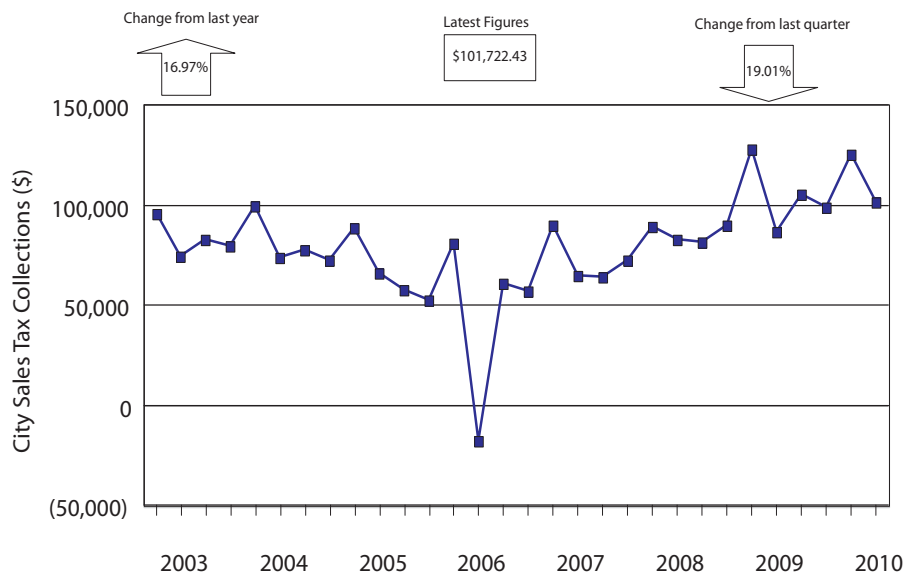


Source: Oklahoma Tax Commission

Altus eating and drinking places city sales tax collections rose 0.21% between 4th Qtr 2009 and 1st Qtr 2010 and 25.11% between 1st Qtr 2009 and 1st Qtr 2010. This SIC sector includes eating and drinking places.

Altus miscellaneous retail city sales tax collections were down 19.01% from the previous quarter for a total city sales tax collection of \$101,722.43 in the sector. The sector's city sales tax collections were up 16.97% 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: Altus Miscellaneous Retail (SIC 59) City Sales Tax Collections



Source: Oklahoma Tax Commission