



By: Leia Moore



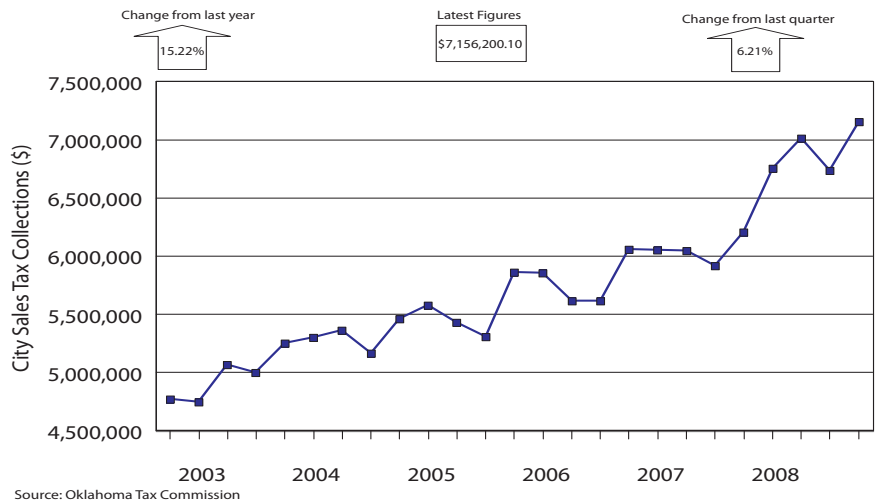
SOIC Regional Economic Indicators:

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

Center for Economic & Business Development

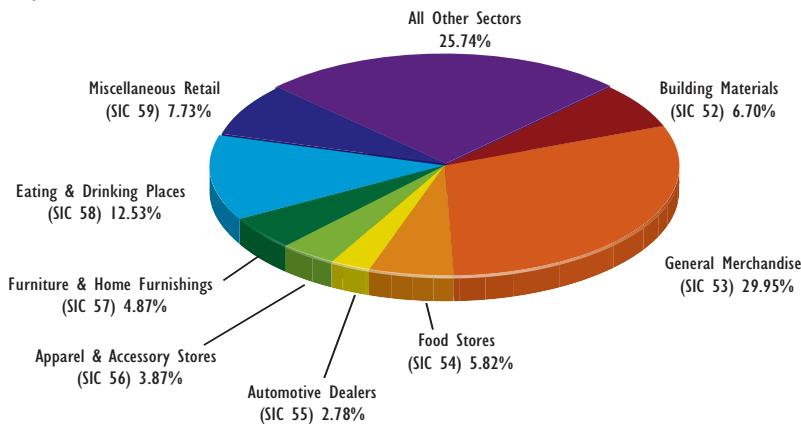
Lawton city sales tax collections for the Retail Trade sectors (SIC 52-59) rose 6.21% (\$0.418 million) in 4th Qtr 2008 from the previous quarter. Over the course of the past year, seven of the eight sectors managed an increase in their sector's city sales tax collections. The Food Stores sector (SIC 54) managed the greatest percentage gain with 33.20% (\$0.140 million), followed by the Automotive Dealers and Gasoline Service Stations sector (SIC 55) with 27.57% (\$0.058 million) and the Eating and Drinking Places sector (SIC 58) with 19.06% (\$0.193 million).

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



Source: Oklahoma Tax Commission

Chart 2: Proportion of 4th Qtr 2008 Retail Trade Sectors (SIC 52-59) Sales Tax Collections to Total Sales Tax Collections in Lawton



Source: Oklahoma Tax Commission

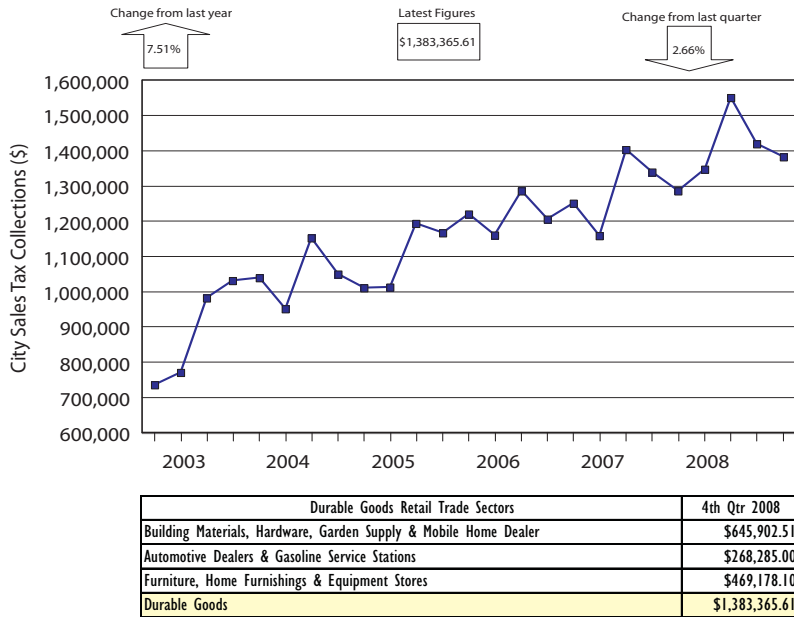
The Retail Trade sectors (SIC 52-59) make up 74.26% of the total sales tax collections in Lawton during 4th Qtr 2008. The General Merchandise sector (SIC 53) accounts for 29.95% of total sales tax collections; while all other sectors (excluding the retail trade sectors) only make up 25.74% of total sales tax collections.

April 2009

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Chart 3: Lawton Durable Goods City Sales Tax Collections

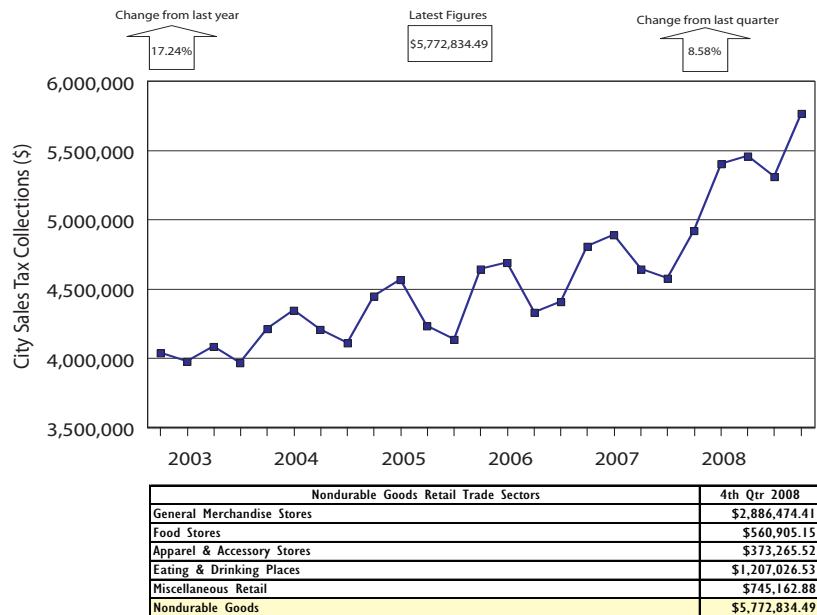


Source: Oklahoma Tax Commission

Durable goods for the retail trade sectors (SIC 52-59) accounted for \$1,383,365.61 during 4th Qtr 2008. This is a decrease of 2.65% from the previous quarters total of \$1,421,160.05.

Nondurable goods totaled \$5,772,834.49 during 4th Qtr 2008. This represents an increase of 8.58% from the previous quarter.

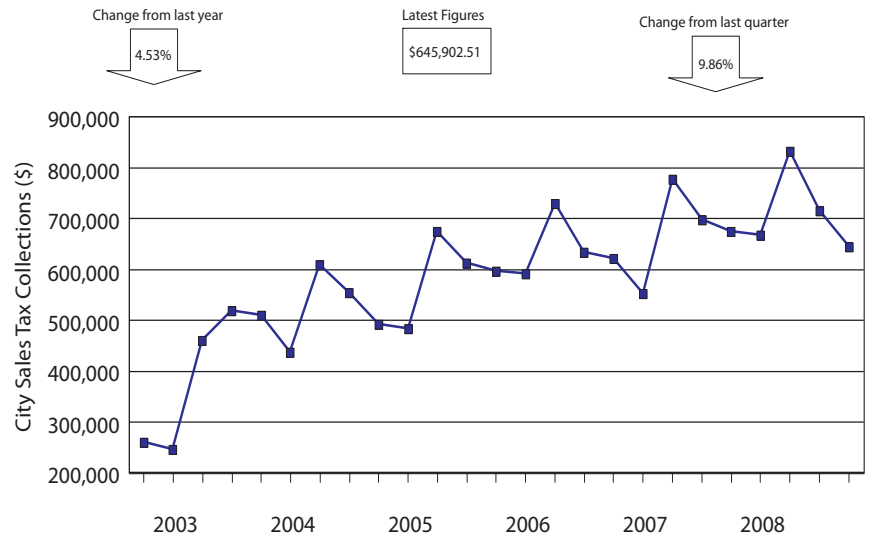
Chart 4: Lawton Nondurable Goods City Sales Tax Collections



Source: Oklahoma Tax Commission

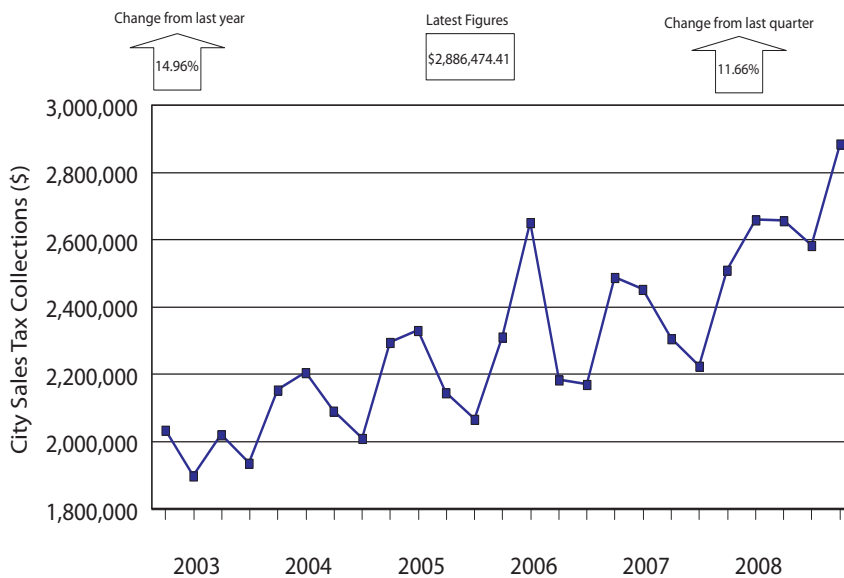
Lawton building materials, hardware, garden supply and mobile home dealer city sales tax collections were down 9.86% on the quarter for a total city sales tax collection of \$645,902.51 in the sector. This decrease is not unusual given the seasonality of the sector's sales. Over the course of the past year, city sales tax collections were down 4.53%. 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

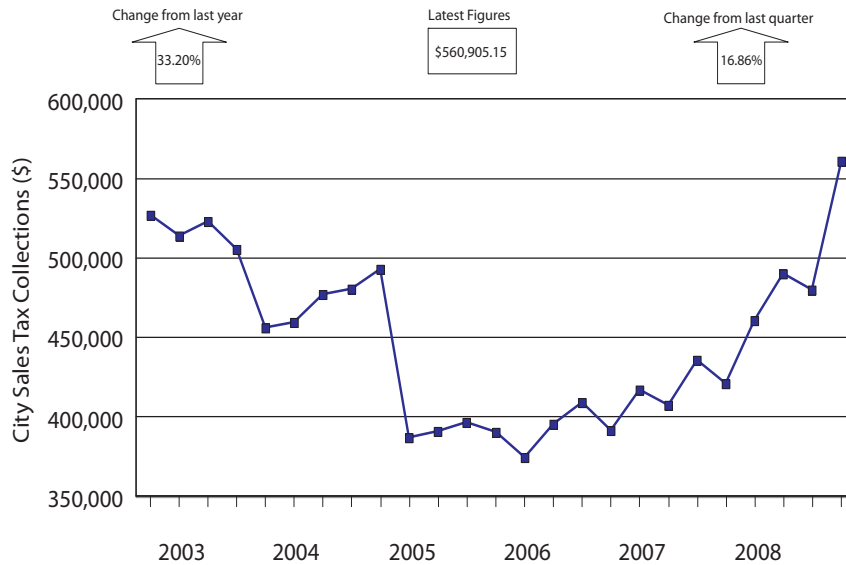
Chart 6: Lawton General Merchandise Stores (SIC 53) City Sales Tax Collections



Source: Oklahoma Tax Commission

Lawton general merchandise stores city sales tax collections were up 11.66% between 3rd Qtr 2008 and 4th Qtr 2008. When compared to the previous year, the sector's city sales tax collections were up 14.96%. 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

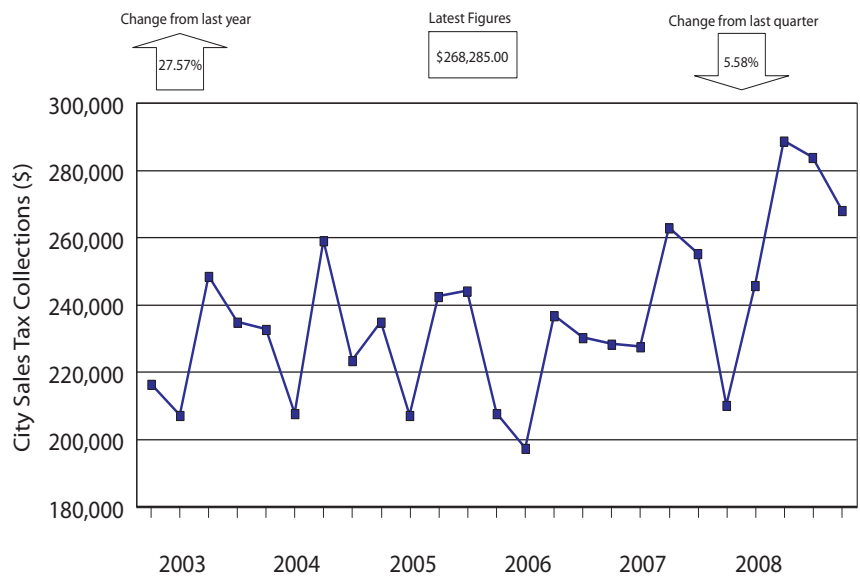


Source: Oklahoma Tax Commission

Lawton food stores city sales tax collections rose 16.86% between 3rd Qtr 2008 and 4th Qtr 2008 and 33.20% between 4th Qtr 2007 and 4th Qtr 2008. 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 5.58% on the quarter for a total city sales tax collection of \$268,285.00 in the sector. Between 4th Qtr 2007 and 4th Qtr 2008, the sector's city sales tax collections were up 27.57%. 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.

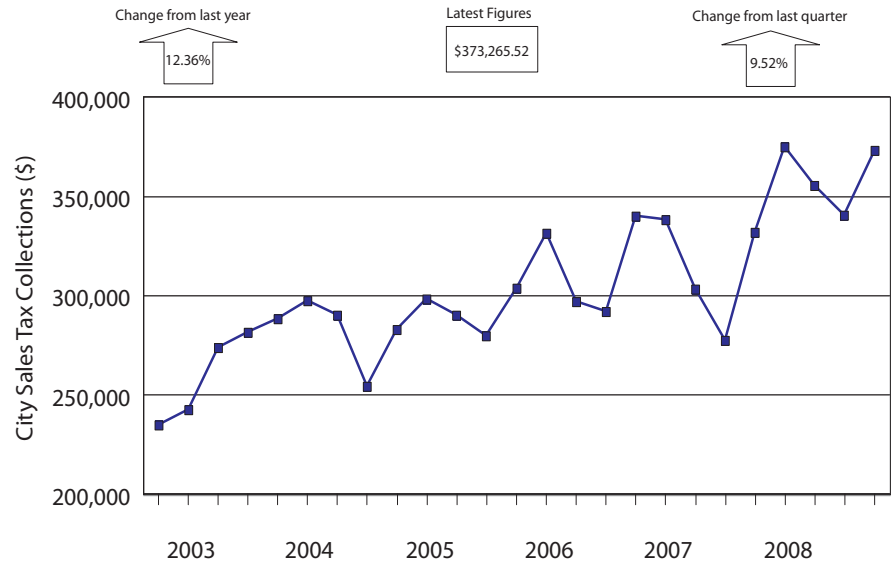
Chart 8: Lawton Automotive Dealers and Gasoline Service Stations (SIC 55) City Sales Tax Collections



Source: Oklahoma Tax Commission

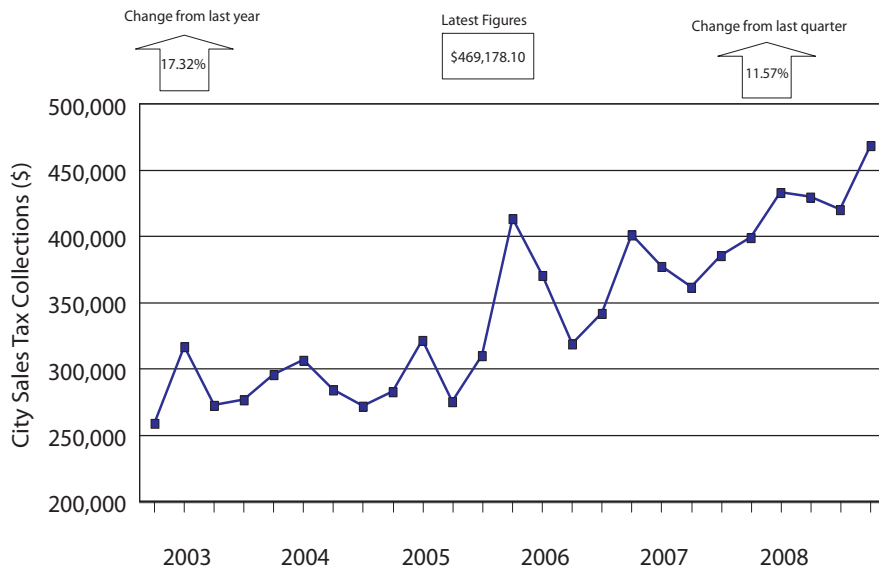
Lawton apparel and accessory stores city sales tax collections rose 9.52% between 3rd Qtr 2008 and 4th Qtr 2008. When compared to the previous year, the sector's city sales tax collections were up 12.36%. The Apparel and Accessory Stores sector includes men's and boy's clothing and accessory stores; 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

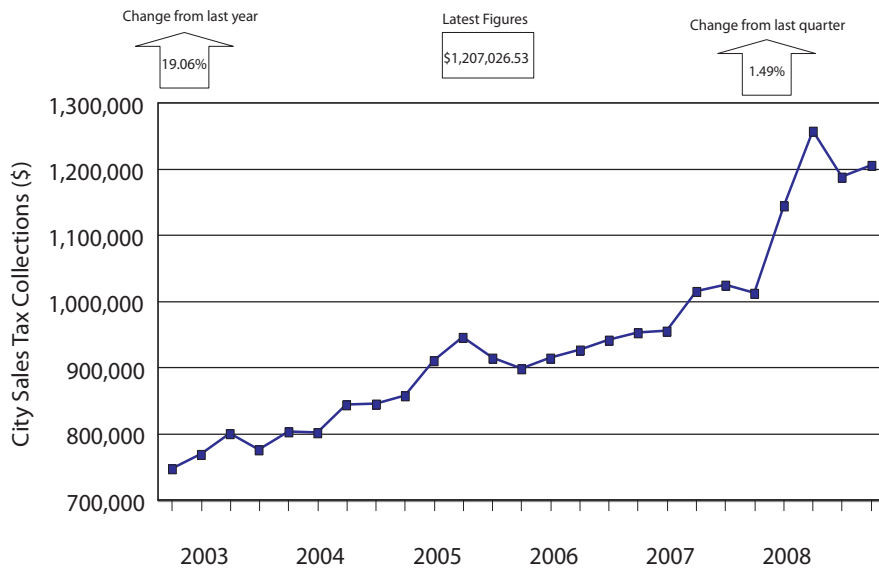
Chart 10: Lawton Furniture, Home Furnishings and Equipment Stores (SIC 57) City Sales Tax Collections



Source: Oklahoma Tax Commission

Lawton furniture, home furnishings and equipment stores city sales tax collections were up 11.57% from the previous quarter. Over the course of the past year, the city sales tax collections for the sector rose 17.32%. 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

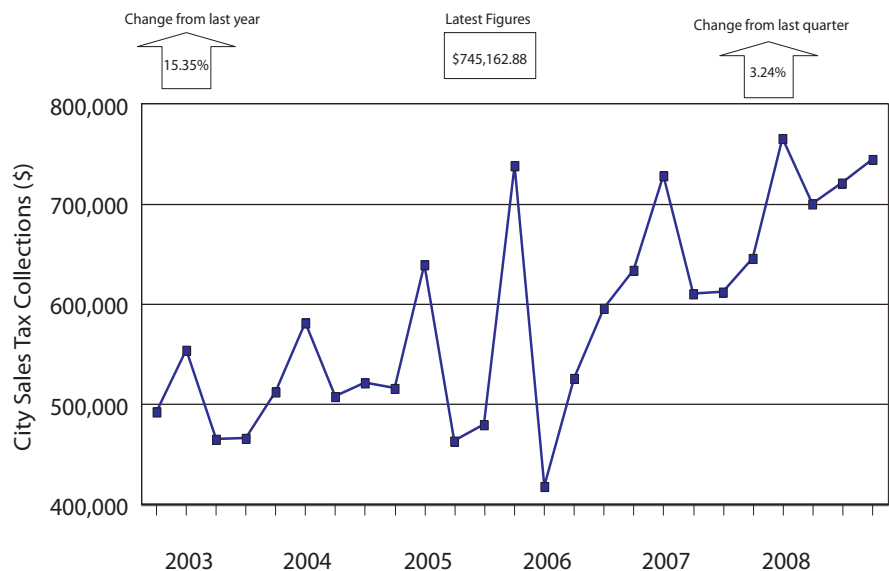


Source: Oklahoma Tax Commission

Lawton eating and drinking places city sales tax collections rose 1.49% between 3rd Qtr 2008 and 4th Qtr 2008 and 19.06% between 4th Qtr 2007 and 4th Qtr 2008. This SIC sector includes eating and drinking places.

Lawton miscellaneous retail city sales tax collections were up 3.24% from the previous quarter for a total city sales tax collection of \$745,162.88 in the sector. The sector's city sales tax collections were up 15.35% for the year. This increase is not unusual given the fact that the Miscellaneous Retail sector can be highly erratic and irregular. 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