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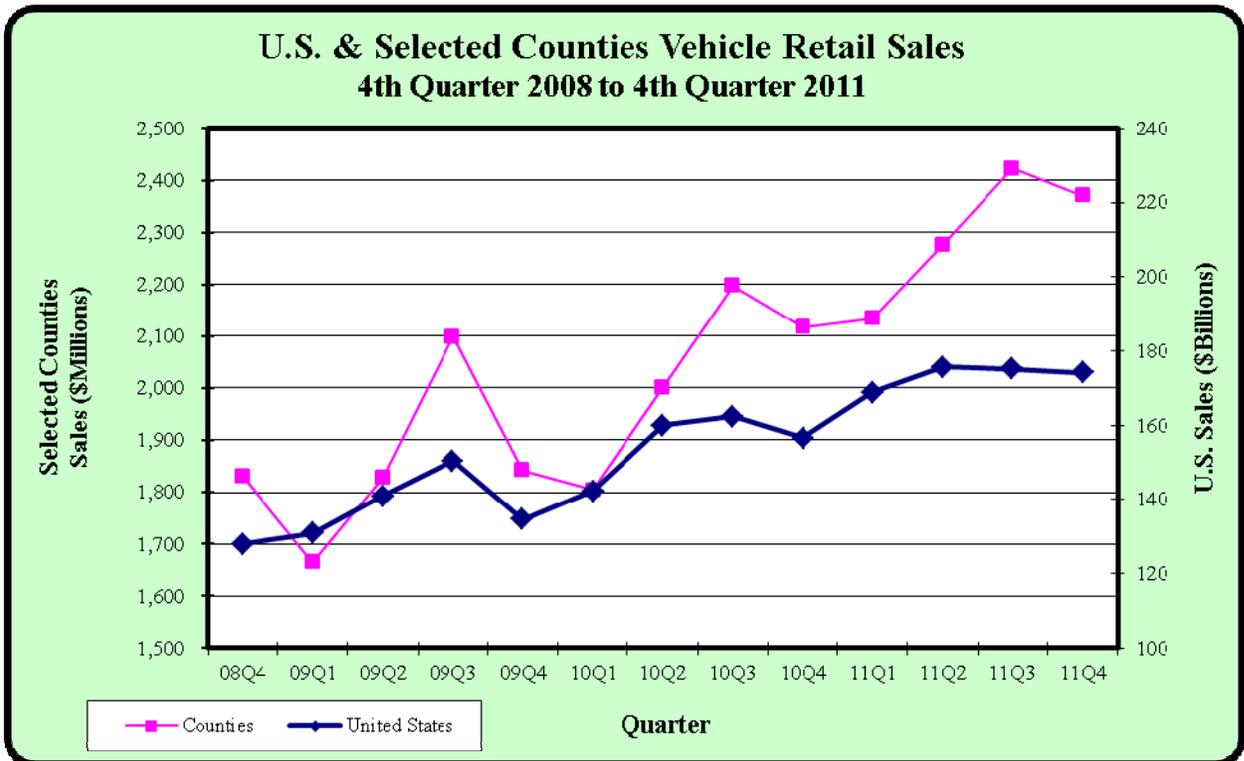
Colorado Motor Vehicle Sales

Selected Counties

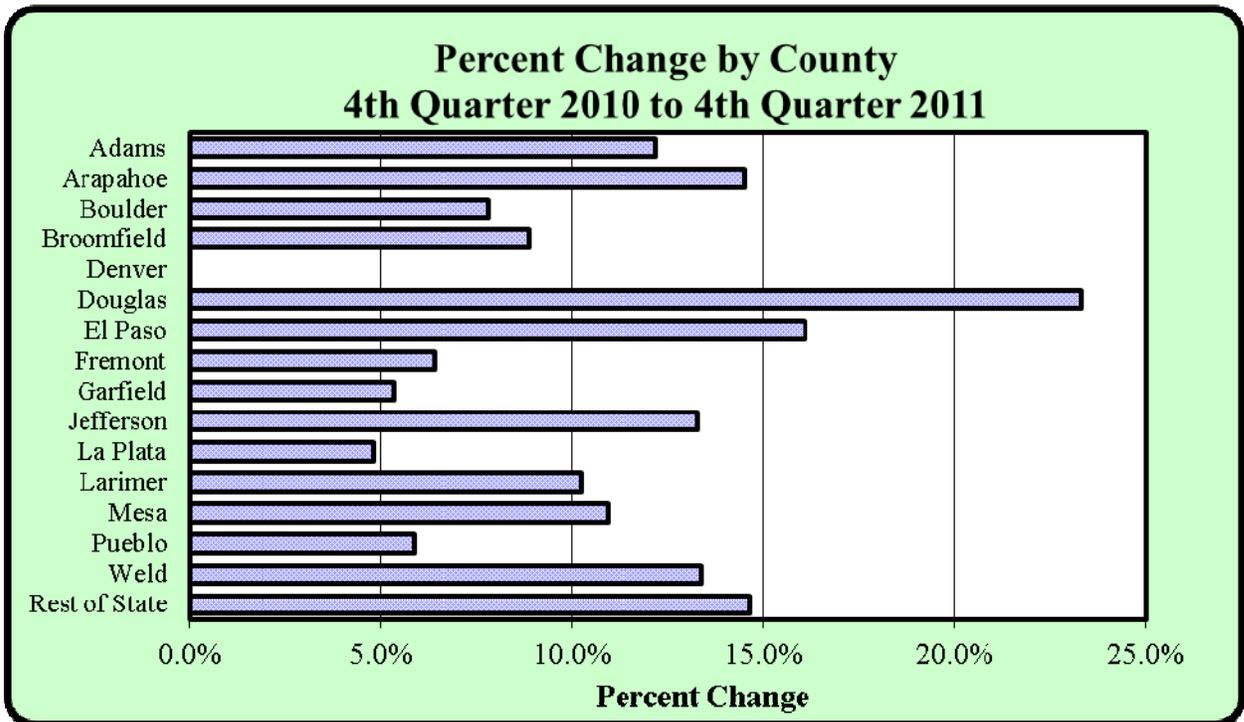
Fourth Quarter of 2011

This issue presents data on fourth quarter 2011 motor vehicle retail sales for each of the seven Denver metro counties and the counties of El Paso, Larimer, Pueblo, Weld, Fremont, Garfield, La Plata, and Mesa. In addition, the graph below compares sales of new and used cars and trucks for the United States as a whole to total sales of the counties listed above for the same period.

Sales of motor vehicles in the counties reviewed increased 12 percent to \$2.37 billion in the fourth quarter of 2011 over the same period in the previous year. Nationally, sales of motor vehicles increased by 11.2 percent over the same period last year to about \$174.1 billion. During this period in 2011, most of the selected counties experienced growth over the prior year. Douglas County led with a 23% increase in sales. Arapahoe and Weld counties also showed sizeable increases in sales compared to the prior year—their increases were greater than 13%. Denver County was the only county to show no growth.



County	Retail Sales 2010Q4 \$000s	Retail Sales 2011Q4 \$000s	Percentage Change
Adams	\$204,953	\$229,981	12.2%
Arapahoe	507,461	581,178	14.5%
Boulder	139,359	150,280	7.8%
Broomfield	31,475	34,271	8.9%
Denver	185,413	184,760	-0.4%
Douglas	74,958	92,434	23.3%
El Paso	302,807	351,527	16.1%
Fremont	8,884	9,453	6.4%
Garfield	41,261	43,466	5.3%
Jefferson	221,631	251,060	13.3%
La Plata	18,571	19,465	4.8%
Larimer	134,169	147,901	10.2%
Mesa	63,590	70,539	10.9%
Pueblo	57,896	61,296	5.9%
Weld	122,579	138,989	13.4%
Rest of State	113,729	130,388	14.6%
Total	\$2,228,735	\$2,500,189	12.2%



This report is available electronically as a pdf file on the Department of Revenue's website at <http://www.colorado.gov/revenue> under Library, Statistical Studies and Reports, Colorado Selected Retail Sales Reports. It is also available as a Word document. If you would like to receive this report in Word, please contact the Office of Research and Analysis at 303-866-5777 or send an e-mail to ora@spike.dor.state.co.us.