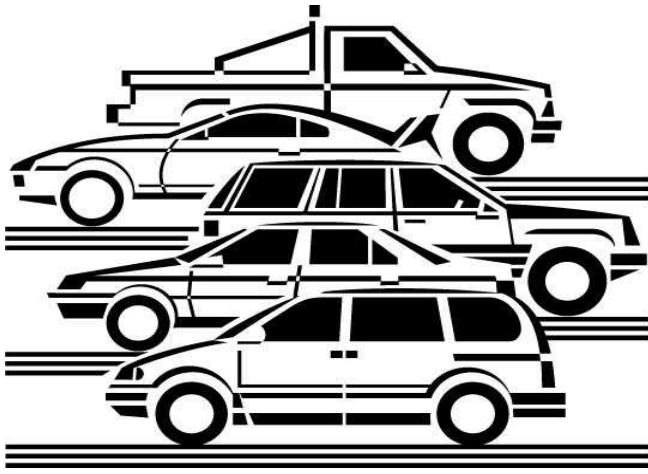




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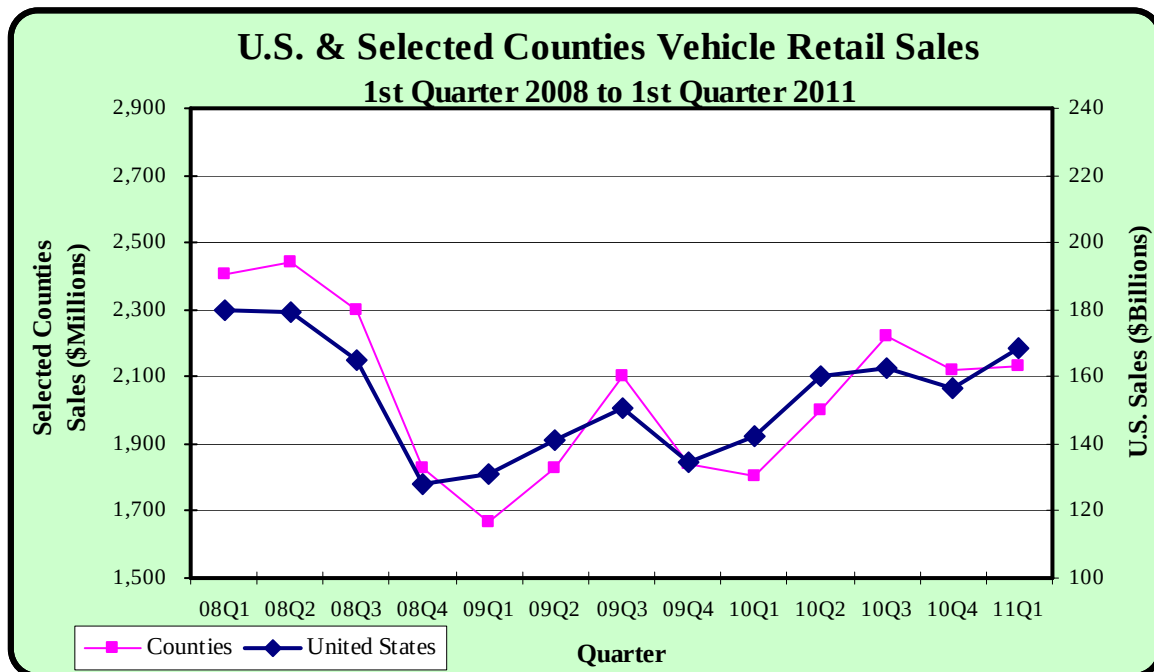
Colorado Motor Vehicle Sales

Selected Counties

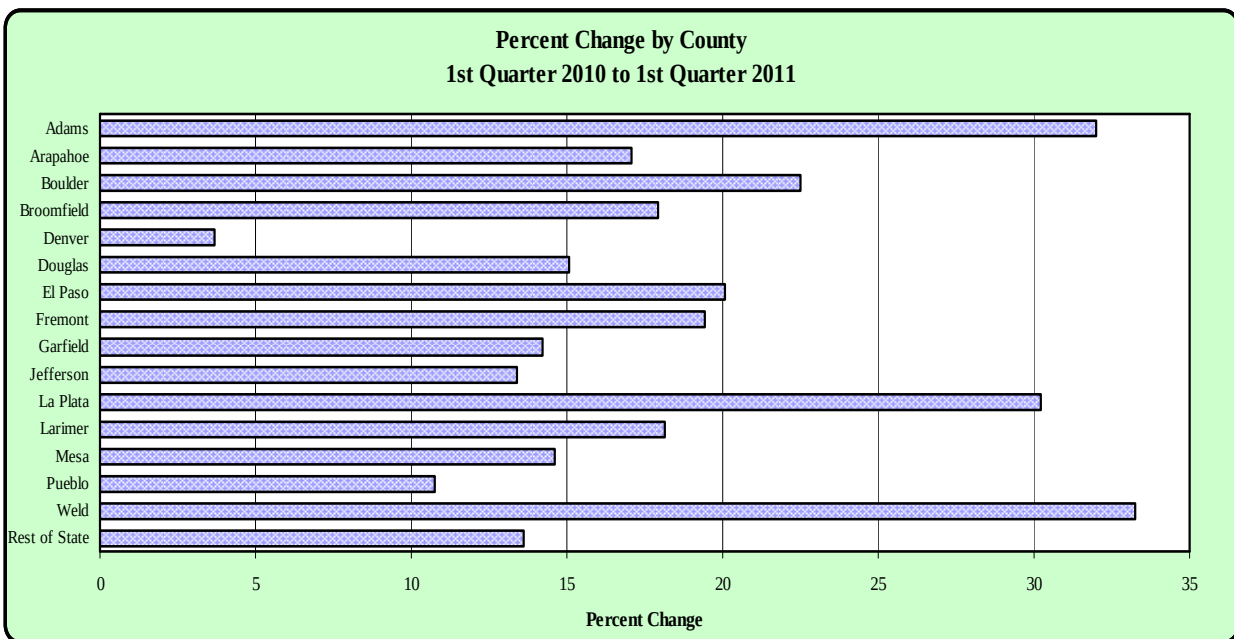
First Quarter 2011

This issue presents data on first 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 18.2 percent to \$2.13 billion in the first quarter 2011 over the same period in the previous year. Nationally, sales of motor vehicles increased by 18.6 percent over the same period last year to about \$168.8 billion. During this period in 2011, all of the selected counties showed positive growth over the same quarter in 2010, led by Adams, La Plata, and Weld counties.



County	Retail Sales 2011Q1 \$000s	Retail Sales 2010Q1 \$000s	Percentage Change
Adams	\$215,087	\$162,936	32.0%
Arapahoe	\$496,601	\$424,138	17.1%
Boulder	\$140,386	\$114,599	22.5%
Broomfield	\$30,766	\$26,093	17.9%
Denver	\$179,633	\$173,248	3.7%
Douglas	\$74,176	\$64,458	15.1%
El Paso	\$316,599	\$263,662	20.1%
Fremont	\$8,517	\$7,131	19.4%
Garfield	\$37,961	\$33,238	14.2%
Jefferson	\$214,745	\$189,394	13.4%
La Plata	\$19,492	\$14,969	30.2%
Larimer	\$134,180	\$113,568	18.2%
Mesa	\$68,429	\$59,703	14.6%
Pueblo	\$63,369	\$57,222	10.7%
Weld	\$133,639	\$100,290	33.3%
Rest of State	\$113,522	\$99,930	13.6%
Total	\$2,247,101	\$1,904,578	18.0%



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.