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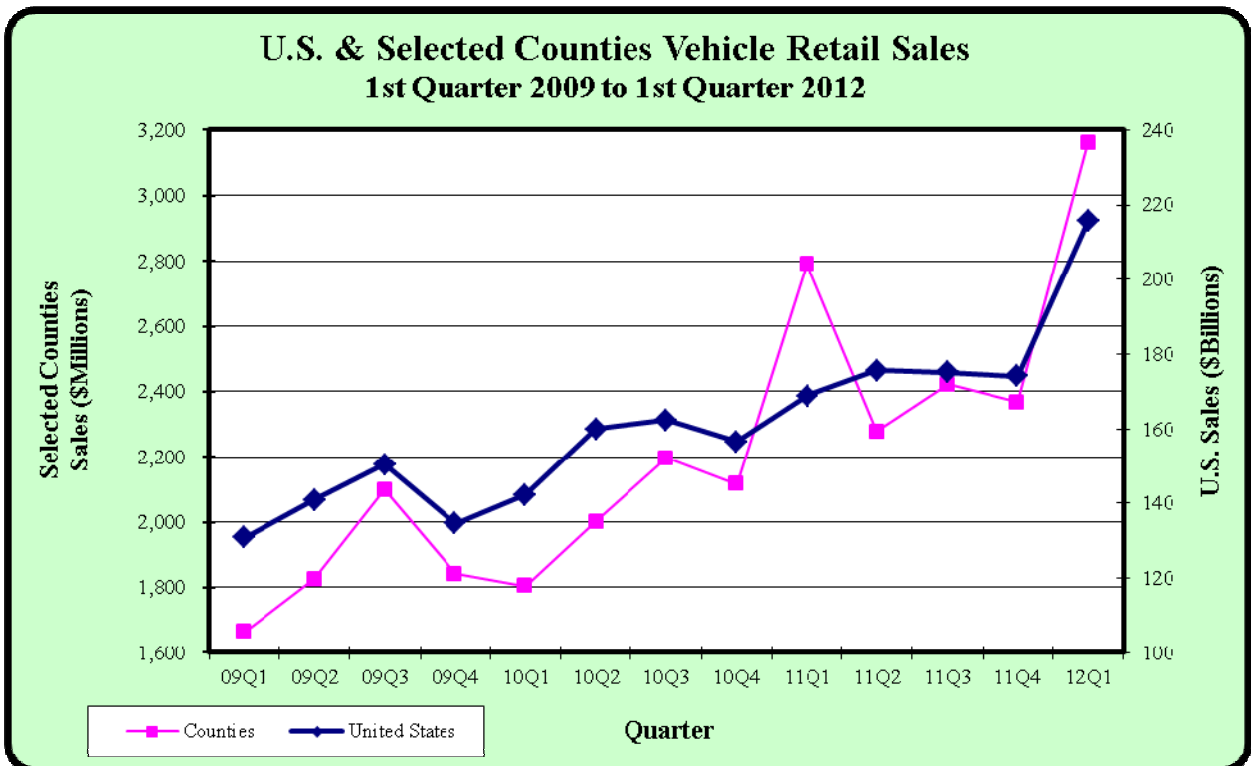
Colorado Motor Vehicle Sales

Selected Counties

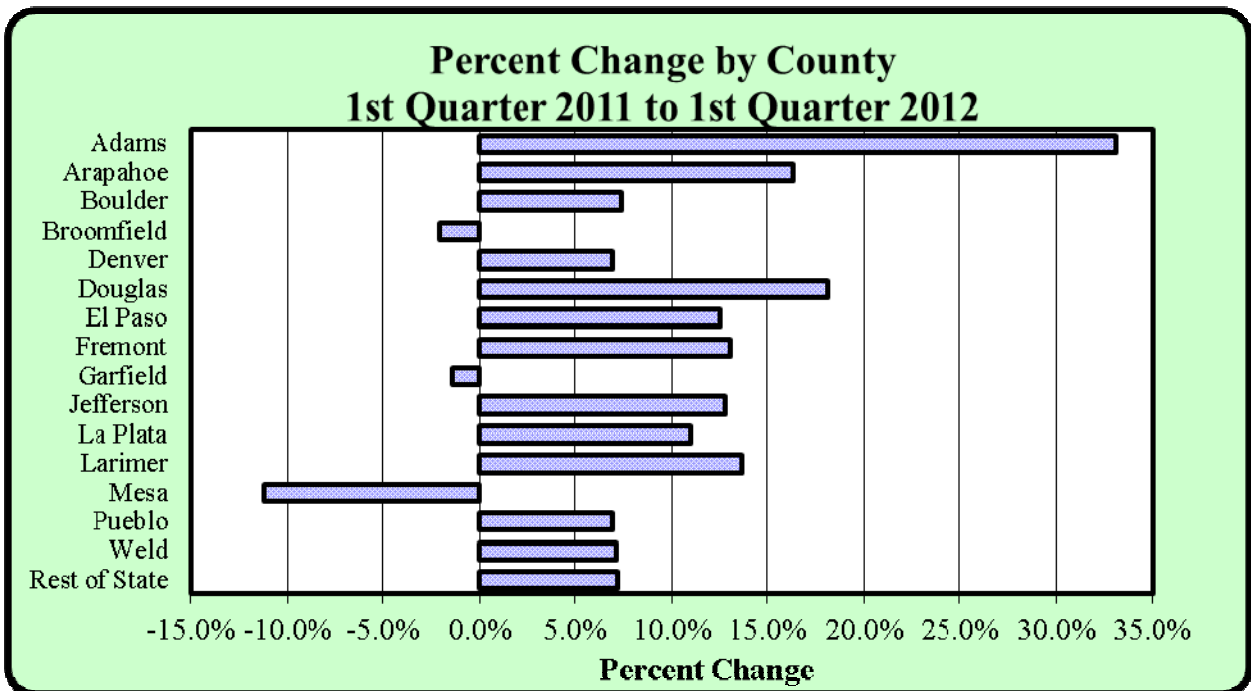
First Quarter 2012

This issue presents data on first quarter 2012 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 13.2 percent to \$3.2 billion in the first quarter 2012 over the same period in the previous year. Nationally, sales of motor vehicles increased by 27.85 percent over the same period last year to about \$215.8 billion. During this period in 2012, a good portion of all counties experienced growth over the prior year. Adams County led with a 33.1% increase in growth. As well, Arapahoe and Douglas counties showed good growth compared to the prior year with increases of over 16.3% and 18.1% respectively. Mesa County took the biggest dip with an 11.2% decrease in growth. Broomfield and Garfield counties also saw decreases in growth of 2.1% and 1.4% respectively.



County	Retail Sales 2011Q1 \$000s	Retail Sales 2012Q1 \$000s	Percentage Change
Adams	\$331,909	\$441,789	33.1%
Arapahoe	579,448	673,943	16.3%
Boulder	160,967	172,811	7.4%
Broomfield	34,361	33,655	-2.1%
Denver	275,731	294,737	6.9%
Douglas	105,475	124,577	18.1%
El Paso	391,992	441,049	12.5%
Fremont	10,808	12,213	13.0%
Garfield	42,849	42,239	-1.4%
Jefferson	274,646	309,742	12.8%
La Plata	26,433	29,329	11.0%
Larimer	166,547	189,349	13.7%
Mesa	121,092	107,525	-11.2%
Pueblo	78,558	83,978	6.9%
Weld	190,563	204,174	7.1%
Rest of State	165,769	177,659	7.2%
Total	\$2,957,148	\$3,338,770	12.9%



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.