

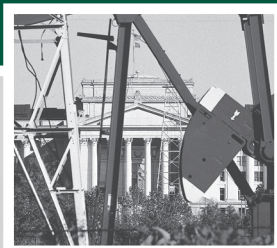
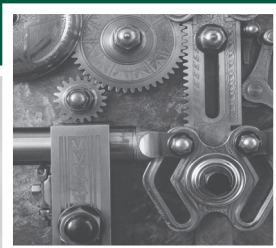


Center for Economic & Management Research



OKLAHOMA BUSINESS BULLETIN

Monthly Digest



**April
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Adjusted
Retail Sales**

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OVERVIEW

Created by the Oklahoma Territorial Legislature in 1890, the University of Oklahoma is a doctoral degree granting research university serving the educational, cultural, economic and health-care needs of the state, region and nation. The Norman campus serves as home to all of the university's academic programs except health-related fields. Both the Norman and Health Sciences Center colleges offer programs at the Schusterman Center, the site of OU-Tulsa. The OU Health Sciences Center, which is located in Oklahoma City, is one of only four comprehensive academic health centers in the nation with seven professional colleges. OU enrolls more than 30,000 students, has more than 2,400 full-time faculty members, and has 21 colleges offering 163 majors at the baccalaureate level, 166 majors at the master's level, 81 majors at the doctoral level, 27 majors at the doctoral professional level, and 26 graduate certificates. The university's annual operating budget is \$1.5 billion. The University of Oklahoma is an equal opportunity institution.

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ADJUSTED RETAIL TRADE FOR METRO AREAS AND STATE

	April 2018	March 2018	April 2017	Percentage Change	
				Apr '18 Apr '17	Apr '18 Mar '18
OKLAHOMA					
Durable Goods	828,042,626	829,836,525	851,189,979	-2.7	-0.2
Lumber, Building Materials and Hardware	298,764,593	303,720,951	292,386,194	2.2	-1.6
Auto Accessories and Repair	181,921,347	179,715,092	181,926,136	0.0	1.2
Furniture	81,148,882	81,209,119	85,946,312	-5.6	-0.1
Computer, Electronics and Music Stores	115,226,645	113,402,612	130,808,388	-11.9	1.6
Miscellaneous Durables	134,804,117	135,667,194	144,564,319	-6.8	-0.6
Used Merchandise	16,177,042	16,121,558	15,558,630	4.0	0.3
Nondurable Goods	2,436,492,575	2,389,980,367	2,414,278,054	0.9	1.9
General Merchandise	797,711,008	794,534,203	779,662,999	2.3	0.4
Food Stores	305,253,887	303,995,339	302,483,309	0.9	0.4
Apparel	124,777,054	123,038,727	130,047,270	-4.1	1.4
Eating and Drinking Places	640,940,501	637,355,105	614,551,490	4.3	0.6
Drug Stores	45,987,008	45,863,018	48,317,599	-4.8	0.3
Liquor Stores	46,872,170	46,490,729	42,639,501	9.9	0.8
Miscellaneous Nondurables	136,260,426	137,664,814	133,350,586	2.2	-1.0
Gasoline	338,690,521	301,038,432	363,225,301	-6.8	12.5
Total Retail Trade	3,264,535,201	3,219,816,893	3,265,468,033	0.0	1.4
OKLAHOMA CITY MSA					
Durable Goods	318,601,544	318,619,980	319,918,047	-0.4	0.0
Lumber, Building Materials and Hardware	114,878,524	114,592,823	115,573,492	-0.6	0.2
Auto Accessories and Repair	64,408,696	64,474,187	64,569,165	-0.2	-0.1
Furniture	31,876,105	32,035,884	33,130,325	-3.8	-0.5
Computer, Electronics and Music Stores	42,180,088	42,203,884	42,287,274	-0.3	-0.1
Miscellaneous Durables	58,589,426	58,659,175	57,991,088	1.0	-0.1
Used Merchandise	6,668,704	6,654,026	6,366,703	4.7	0.2
Nondurable Goods	858,546,061	885,540,334	856,354,922	0.3	-3.0
General Merchandise	272,316,358	272,093,874	272,677,289	-0.1	0.1
Food Stores	96,881,617	96,195,529	90,575,930	7.0	0.7
Apparel	57,922,229	57,786,103	57,347,139	1.0	0.2
Eating and Drinking Places	272,034,792	270,129,986	257,128,573	5.8	0.7
Drug Stores	16,473,374	16,514,282	16,522,769	-0.3	-0.2
Liquor Stores	19,736,973	19,528,081	18,051,618	9.3	1.1
Miscellaneous Nondurables	51,908,209	51,759,195	51,146,559	1.5	0.3
Gasoline	71,272,510	101,533,284	92,905,045	-23.3	-29.8
Total Retail Trade	1,177,147,605	1,204,160,315	1,176,272,969	0.1	-2.2
TULSA MSA					
Durable Goods	204,418,615	204,496,719	204,158,779	0.1	0.0
Lumber, Building Materials and Hardware	73,039,441	72,759,119	70,797,101	3.2	0.4
Auto Accessories and Repair	28,544,005	28,663,755	29,900,920	-4.5	-0.4
Furniture	24,010,967	23,922,056	22,990,613	4.4	0.4
Computer, Electronics and Music Stores	35,713,622	35,657,539	33,973,724	5.1	0.2
Miscellaneous Durables	38,406,655	38,771,704	41,696,409	-7.9	-0.9
Used Merchandise	4,703,925	4,722,546	4,800,012	-2.0	-0.4
Nondurable Goods	642,538,766	655,361,117	626,020,343	2.6	-2.0
General Merchandise	193,176,290	193,315,122	194,894,195	-0.9	-0.1
Food Stores	90,753,345	90,656,503	91,739,729	-1.1	0.1
Apparel	35,625,320	35,540,331	34,183,272	4.2	0.2
Eating and Drinking Places	171,215,700	170,838,882	165,370,969	3.5	0.2
Drug Stores	14,299,805	14,513,586	16,194,166	-11.7	-1.5
Liquor Stores	14,436,138	14,402,430	13,701,429	5.4	0.2
Miscellaneous Nondurables	31,978,639	31,804,227	30,077,363	6.3	0.5
Gasoline	91,053,530	104,290,036	79,859,221	14.0	-12.7
Total Retail Trade	846,957,381	859,857,836	830,179,122	2.0	-1.5

ADJUSTED RETAIL TRADE FOR METRO AREAS AND STATE

	April 2018	March 2018	April 2017	Percentage Change	
				Apr '18 Apr '17	Apr '18 Mar '18
LAWTON MSA					
Durable Goods	17,946,240	17,908,852	17,533,979	2.4	0.2
Lumber, Building Materials and Hardware	7,148,636	7,096,262	6,653,838	7.4	0.7
Auto Accessories and Repair	3,015,210	3,016,288	3,002,154	0.4	0.0
Furniture	1,755,966	1,769,127	1,789,697	-1.9	-0.7
Computer, Electronics and Music Stores	2,563,162	2,558,069	2,623,310	-2.3	0.2
Miscellaneous Durables	3,130,609	3,138,527	3,159,756	-0.9	-0.3
Used Merchandise	332,657	330,580	305,224	9.0	0.6
Nondurable Goods	65,165,181	66,162,891	64,587,724	0.9	-1.5
General Merchandise	27,118,038	27,084,058	27,116,192	0.0	0.1
Food Stores	5,202,367	5,217,030	5,445,308	-4.5	-0.3
Apparel	3,553,164	3,567,507	3,635,978	-2.3	-0.4
Eating and Drinking Places	17,175,648	17,167,297	17,098,552	0.5	0.0
Drug Stores	780,997	779,774	767,816	1.7	0.2
Liquor Stores	1,187,979	1,192,122	1,204,180	-1.3	-0.3
Miscellaneous Nondurables	3,178,043	3,173,077	3,207,529	-0.9	0.2
Gasoline	6,968,945	7,982,024	6,112,168	14.0	-12.7
Total Retail Trade	83,111,421	84,071,743	82,121,703	1.2	-1.1
ENID MICROSA					
Durable Goods	13,529,449	13,612,354	14,573,516	-7.2	-0.6
Lumber, Building Materials and Hardware	4,941,458	4,959,420	5,552,089	-11.0	-0.4
Auto Accessories and Repair	3,501,017	3,531,645	3,768,047	-7.1	-0.9
Furniture	852,995	860,895	971,381	-12.2	-0.9
Computer, Electronics and Music Stores	1,684,313	1,686,432	1,673,213	0.7	-0.1
Miscellaneous Durables	2,230,850	2,253,227	2,261,769	-1.4	-1.0
Used Merchandise	318,815	320,735	347,017	-8.1	-0.6
Nondurable Goods	42,510,761	43,334,450	42,146,015	0.9	-1.9
General Merchandise	14,829,644	14,776,505	14,651,486	1.2	0.4
Food Stores	6,443,457	6,459,986	6,580,027	-2.1	-0.3
Apparel	2,205,021	2,209,698	2,272,517	-3.0	-0.2
Eating and Drinking Places	9,539,486	9,574,837	9,904,024	-3.7	-0.4
Drug Stores	968,375	970,570	992,790	-2.5	-0.2
Liquor Stores	678,528	684,007	664,394	2.1	-0.8
Miscellaneous Nondurables	2,181,775	2,170,923	2,112,704	3.3	0.5
Gasoline	5,664,475	6,487,923	4,968,073	14.0	-12.7
Total Retail Trade	56,040,210	56,946,804	56,719,532	-1.2	-1.6

The May distribution of sales tax collections by the Oklahoma Tax Commission primarily represents local tax receipts from March business. The monies they reported this period represent sales from March 16th to March 30th and estimated sales from Apr 1st to Apr 15th.

Visit <http://origins.ou.edu/> for detailed information on Adjusted Retail Trade data methodology

ADJUSTED RETAIL TRADE FOR SELECTED CITIES

	April 2018	March 2018	April 2017	Percentage Change	
				Apr '18 Apr '17	Apr '18 Mar '18
Ada	28,632,364	28,543,547	27,506,929	4.1	0.3
Altus	18,175,916	18,180,054	18,136,947	0.2	0.0
Alva	6,551,767	6,552,928	6,513,966	0.6	0.0
Anadarko	5,613,185	5,587,830	5,394,176	4.1	0.5
Ardmore	39,214,615	39,087,884	38,172,980	2.7	0.3
Bartlesville	38,966,149	38,861,275	37,296,533	4.5	0.3
Blackwell	5,805,469	5,781,572	5,390,125	7.7	0.4
Broken Arrow	88,627,559	88,164,131	83,730,279	5.8	0.5
Chickasha	19,768,842	19,694,845	18,613,424	6.2	0.4
Clinton	8,767,364	8,746,144	8,309,862	5.5	0.2
Cushing	9,732,838	9,712,547	9,342,483	4.2	0.2
Del City	19,265,444	19,237,769	19,092,205	0.9	0.1
Duncan	23,761,937	23,690,233	23,241,955	2.2	0.3
Durant	26,167,964	26,103,725	25,449,983	2.8	0.2
Edmond	115,558,735	115,124,963	111,370,886	3.8	0.4
El Reno	15,986,232	15,822,604	13,870,076	15.3	1.0
Elk City	20,718,347	20,600,874	19,081,350	8.6	0.6
Enid	53,238,582	53,218,408	53,697,784	-0.9	0.0
Guthrie	12,981,452	12,895,302	11,622,028	11.7	0.7
Guymon	13,591,294	13,527,102	12,831,514	5.9	0.5
Henryetta	6,228,096	6,166,048	5,539,917	12.4	1.0
Hobart	2,540,202	2,536,752	2,452,700	3.6	0.1
Holdenville	4,074,029	4,069,291	3,939,119	3.4	0.1
Hugo	7,178,392	7,158,596	6,927,099	3.6	0.3
Idabel	8,070,007	8,119,455	8,082,636	-0.2	-0.6
Lawton	72,172,475	72,007,785	71,207,335	1.4	0.2
McAlester	29,311,807	29,286,463	28,790,318	1.8	0.1
Miami	12,845,687	12,855,959	13,033,518	-1.4	-0.1
Midwest City	57,108,038	57,141,593	56,977,471	0.2	-0.1
Moore	61,510,382	61,376,343	60,404,153	1.8	0.2
Muskogee	42,495,446	42,741,795	49,184,765	-13.6	-0.6
Norman	127,625,034	127,177,902	123,500,867	3.3	0.4
Oklahoma City	617,520,402	616,024,777	598,578,841	3.2	0.2
Okmulgee	11,938,194	11,908,595	11,424,419	4.5	0.2
Pauls Valley	11,706,949	11,603,502	10,665,100	9.8	0.9
Pawhuska	3,837,887	3,870,501	3,855,985	-0.5	-0.8
Ponca City	26,521,159	26,562,159	26,216,762	1.2	-0.2
Poteau	13,474,373	13,446,322	13,108,105	2.8	0.2
Sand Springs	23,723,588	23,622,610	23,299,383	1.8	0.4
Sapulpa	17,238,144	17,165,164	16,560,292	4.1	0.4
Seminole	10,216,938	10,145,712	9,416,276	8.5	0.7
Shawnee	42,483,419	42,527,771	43,280,998	-1.8	-0.1
Stillwater	58,819,701	58,707,360	57,409,433	2.5	0.2
Tahlequah	25,495,877	25,312,941	23,988,142	6.3	0.7
Tulsa	511,633,629	510,591,559	498,035,082	2.7	0.2
Watonga	3,015,139	3,004,801	2,769,419	8.9	0.3
Weatherford	17,411,837	17,301,239	15,903,052	9.5	0.6
Wewoka	1,770,613	1,737,553	1,350,001	31.2	1.9
Woodward	22,036,633	21,875,096	20,415,712	7.9	0.7
Total Selected Cities	2,421,130,133	2,415,179,383	2,354,982,386	2.81	0.25

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