

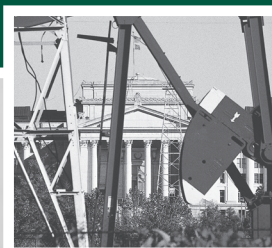


Center for Economic &  
Management Research



# OKLAHOMA BUSINESS BULLETIN

**Monthly Digest**



**August 2017  
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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# Business Briefs

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Major Economic Indicators

[U.S. Bureau of Labor Statistics](#)

Survey of Current Business

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The Oklahoma Economist

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Oklahoma Economic Indicators

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Oklahoma Economic Report Monthly Newsletter

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Oklahoma OMES Media Releases

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Oklahoma's Business Conditions Index

[Creighton University](#)

Gross Domestic Product by State: First Quarter of 2017

[BEA](#)

*Note: Oklahoma 1.9*

State personal income grew 0.7 percent on average Q2 2017

[BEA](#)

Opportunities exist in Oklahoma for retail careers, despite a jobs decline

[NewsOK](#)

*Note: includes comments from Dr. Dauffenbach, OU Price College*

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## ADJUSTED RETAIL TRADE FOR METRO AREAS AND STATE

	August 2017	July 2017	August 2016	Percentage Change Aug '17 Aug '16	Percentage Change Aug '17 July '17
OKLAHOMA					
Durable Goods	847,015,605	842,600,421	863,949,401	-2.0	0.5
Lumber, Building Materials and Hardware	311,104,573	310,989,453	300,298,031	3.6	0.0
Auto Accessories and Repair	187,434,255	184,783,908	185,507,922	1.0	1.4
Furniture	81,726,831	81,331,023	84,977,456	-3.8	0.5
Computer, Electronics and Music Stores	112,151,531	112,043,853	132,666,940	-15.5	0.1
Miscellaneous Durables	138,036,896	137,010,296	144,673,333	-4.6	0.7
Used Merchandise	16,561,519	16,441,889	15,825,719	4.6	0.7
Nondurable Goods	2,440,328,290	2,360,051,246	2,441,997,040	-0.1	3.4
General Merchandise	804,404,651	800,609,858	787,732,912	2.1	0.5
Food Stores	309,357,660	309,015,739	302,541,994	2.3	0.1
Apparel	125,177,079	124,240,525	131,167,538	-4.6	0.8
Eating and Drinking Places	647,159,990	643,711,240	620,453,795	4.3	0.5
Drug Stores	45,753,648	45,832,250	50,572,202	-9.5	-0.2
Liquor Stores	48,723,229	48,477,601	42,273,037	15.3	0.5
Miscellaneous Nondurables	141,738,237	140,944,705	135,079,505	4.9	0.6
Gasoline	318,013,796	247,219,329	372,176,057	-14.6	28.6
Total Retail Trade	3,287,343,896	3,202,651,667	3,305,946,440	-0.6	2.6
OKLAHOMA CITY MSA					
Durable Goods	325,219,155	324,024,717	314,368,816	3.5	0.4
Lumber, Building Materials and Hardware	121,418,889	120,221,717	104,118,972	16.6	1.0
Auto Accessories and Repair	65,090,083	64,966,963	64,011,860	1.7	0.2
Furniture	33,472,973	33,373,294	32,899,222	1.7	0.3
Computer, Electronics and Music Stores	41,840,018	41,774,792	43,588,180	-4.0	0.2
Miscellaneous Durables	56,785,773	57,125,562	63,595,630	-10.7	-0.6
Used Merchandise	6,611,421	6,562,388	6,154,953	7.4	0.7
Nondurable Goods	806,331,090	830,128,116	861,044,568	-6.4	-2.9
General Merchandise	296,325,056	292,484,522	254,973,760	16.2	1.3
Food Stores	80,724,146	82,235,297	93,899,841	-14.0	-1.8
Apparel	63,526,225	62,592,358	52,646,539	20.7	1.5
Eating and Drinking Places	215,841,022	221,822,453	273,701,694	-21.1	-2.7
Drug Stores	19,785,080	19,395,160	15,980,534	23.8	2.0
Liquor Stores	18,258,182	18,042,775	16,459,778	10.9	1.2
Miscellaneous Nondurables	43,671,006	44,741,658	49,963,703	-12.6	-2.4
Gasoline	68,200,373	88,813,895	103,418,719	-34.1	-23.2
Total Retail Trade	1,131,550,245	1,154,152,833	1,175,413,385	-3.7	-2.0
TULSA MSA					
Durable Goods	203,128,176	202,836,424	205,246,688	-1.0	0.1
Lumber, Building Materials and Hardware	70,342,365	70,342,700	68,594,234	2.5	0.0
Auto Accessories and Repair	29,876,872	29,783,845	29,758,559	0.4	0.3
Furniture	23,495,897	23,333,871	22,005,986	6.8	0.7
Computer, Electronics and Music Stores	33,216,840	33,301,067	37,378,015	-11.1	-0.3
Miscellaneous Durables	41,319,003	41,222,617	42,867,282	-3.6	0.2
Used Merchandise	4,877,199	4,852,325	4,642,612	5.1	0.5
Nondurable Goods	665,278,572	639,145,352	652,559,443	1.9	4.1
General Merchandise	185,044,236	186,232,903	187,394,160	-1.3	-0.6
Food Stores	97,209,360	95,785,980	87,181,586	11.5	1.5
Apparel	33,403,065	33,523,683	31,245,781	6.9	-0.4
Eating and Drinking Places	181,767,261	179,116,903	179,434,277	1.3	1.5
Drug Stores	15,887,568	15,969,918	15,047,119	5.6	-0.5
Liquor Stores	14,072,871	13,931,683	12,715,426	10.7	1.0
Miscellaneous Nondurables	32,831,424	32,340,607	30,676,971	7.0	1.5
Gasoline	105,062,787	82,243,675	108,864,122	-3.5	27.7
Total Retail Trade	868,406,748	841,981,776	857,806,131	1.2	3.1

## ADJUSTED RETAIL TRADE FOR METRO AREAS AND STATE

	August 2017	July 2017	August 2016	Percentage Change Aug '17 Aug '16	Percentage Change Aug '17 July '17
<b>LAWTON MSA</b>					
<b>Durable Goods</b>	<b>17,078,629</b>	<b>17,213,013</b>	<b>18,451,390</b>	-7.4	-0.8
Lumber, Building Materials and Hardware	6,501,697	6,555,932	6,777,597	-4.1	-0.8
Auto Accessories and Repair	2,964,683	2,973,194	3,149,728	-5.9	-0.3
Furniture	1,767,955	1,777,530	1,895,215	-6.7	-0.5
Computer, Electronics and Music Stores	2,326,269	2,385,722	3,061,669	-24.0	-2.5
Miscellaneous Durables	3,208,777	3,210,349	3,295,928	-2.6	0.0
Used Merchandise	309,249	310,287	271,252	14.0	-0.3
<b>Nondurable Goods</b>	<b>65,428,329</b>	<b>64,378,858</b>	<b>67,298,576</b>	-2.8	1.6
General Merchandise	25,498,046	25,788,720	25,524,585	-0.1	-1.1
Food Stores	5,380,275	5,386,400	5,876,742	-8.4	-0.1
Apparel	3,684,605	3,682,582	3,146,065	17.1	0.1
Eating and Drinking Places	17,872,470	17,790,931	19,449,017	-8.1	0.5
Drug Stores	753,591	762,835	756,229	-0.3	-1.2
Liquor Stores	1,049,633	1,094,316	1,217,154	-13.8	-4.1
Miscellaneous Nondurables	3,463,077	3,422,922	3,322,591	4.2	1.2
Gasoline	7,726,633	6,450,151	8,006,194	-3.5	19.8
<b>Total Retail Trade</b>	<b>82,506,958</b>	<b>81,591,871</b>	<b>85,749,966</b>	-3.8	1.1
<b>ENID MICROSA</b>					
<b>Durable Goods</b>	<b>14,444,820</b>	<b>14,425,295</b>	<b>14,490,887</b>	-0.3	0.1
Lumber, Building Materials and Hardware	5,340,805	5,353,044	5,832,759	-8.4	-0.2
Auto Accessories and Repair	3,764,590	3,757,187	3,577,559	5.2	0.2
Furniture	925,477	931,690	1,065,377	-13.1	-0.7
Computer, Electronics and Music Stores	1,533,043	1,562,523	2,050,227	-25.2	-1.9
Miscellaneous Durables	2,529,068	2,473,939	1,650,417	53.2	2.2
Used Merchandise	351,836	346,912	314,547	11.9	1.4
<b>Nondurable Goods</b>	<b>43,351,810</b>	<b>42,416,768</b>	<b>44,057,214</b>	-1.6	2.2
General Merchandise	14,009,834	14,086,557	14,081,072	-0.5	-0.5
Food Stores	6,742,146	6,716,976	6,972,518	-3.3	0.4
Apparel	2,197,162	2,198,125	2,068,970	6.2	0.0
Eating and Drinking Places	10,397,248	10,302,585	11,092,873	-6.3	0.9
Drug Stores	971,684	980,844	951,071	2.2	-0.9
Liquor Stores	596,513	609,132	619,108	-3.6	-2.1
Miscellaneous Nondurables	2,459,705	2,398,988	2,077,811	18.4	2.5
Gasoline	5,977,517	5,123,559	6,193,793	-3.5	16.7
<b>Total Retail Trade</b>	<b>57,796,630</b>	<b>56,842,063</b>	<b>58,548,100</b>	-1.3	1.7

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

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

# ADJUSTED RETAIL TRADE FOR SELECTED CITIES

	August 2017	July 2017	August 2016	Percentage Change	
				Aug '17 Aug '16	Aug '17 July '17
Ada	27,704,643	27,654,578	26,961,453	2.8	0.2
Altus	18,111,000	18,098,833	18,121,877	-0.1	0.1
Alva	6,520,072	6,530,009	6,485,487	0.5	-0.2
Anadarko	5,476,444	5,458,231	5,324,213	2.9	0.3
Ardmore	38,295,405	38,225,745	37,478,427	2.2	0.2
Bartlesville	37,294,661	37,346,058	37,591,219	-0.8	-0.1
Blackwell	5,439,241	5,431,601	5,434,043	0.1	0.1
Broken Arrow	85,052,661	84,578,738	81,046,499	4.9	0.6
Chickasha	19,254,499	19,081,183	17,786,312	8.3	0.9
Clinton	8,686,380	8,600,795	8,234,627	5.5	1.0
Cushing	9,294,378	9,312,071	9,493,949	-2.1	-0.2
Del City	19,349,097	19,313,564	18,450,240	4.9	0.2
Duncan	22,969,555	22,999,273	23,452,422	-2.1	-0.1
Durant	25,992,079	25,843,353	24,047,072	8.1	0.6
Edmond	112,858,500	112,491,212	107,977,922	4.5	0.3
El Reno	14,915,233	14,708,357	12,868,615	15.9	1.4
Elk City	20,031,595	19,794,313	17,571,420	14.0	1.2
Enid	52,960,733	52,943,127	53,403,051	-0.8	0.0
Guthrie	12,295,281	12,175,001	10,891,983	12.9	1.0
Guymon	12,939,165	12,919,027	12,458,802	3.9	0.2
Henryetta	5,597,361	5,597,547	5,749,892	-2.7	0.0
Hobart	2,503,593	2,496,763	2,416,828	3.6	0.3
Holdenville	3,992,173	3,975,446	3,821,666	4.5	0.4
Hugo	6,877,326	6,887,952	6,766,141	1.6	-0.2
Idabel	8,292,005	8,278,968	8,145,086	1.8	0.2
Lawton	69,898,275	70,207,754	72,041,331	-3.0	-0.4
McAlester	29,311,572	29,210,178	28,271,583	3.7	0.3
Miami	13,302,155	13,225,008	12,364,260	7.6	0.6
Midwest City	57,240,091	57,163,452	56,320,131	1.6	0.1
Moore	61,256,927	60,932,369	58,225,085	5.2	0.5
Muskogee	49,190,885	48,582,583	43,488,546	13.1	1.3
Norman	123,414,176	123,443,988	123,486,534	-0.1	0.0
Oklahoma City	604,379,368	603,065,664	592,318,246	2.0	0.2
Okmulgee	11,718,795	11,674,681	11,114,475	5.4	0.4
Pauls Valley	10,771,534	10,735,492	10,465,910	2.9	0.3
Pawhuska	4,617,039	4,444,054	2,517,895	83.4	3.9
Ponca City	26,881,764	26,727,205	25,728,126	4.5	0.6
Poteau	13,251,189	13,216,610	12,853,587	3.1	0.3
Sand Springs	22,544,610	22,578,860	22,558,391	-0.1	-0.2
Sapulpa	15,669,183	15,898,248	18,267,875	-14.2	-1.4
Seminole	9,763,503	9,697,293	8,909,432	9.6	0.7
Shawnee	44,133,134	43,878,310	41,628,185	6.0	0.6
Stillwater	57,871,574	57,719,732	56,133,446	3.1	0.3
Tahlequah	24,112,966	24,109,298	23,898,726	0.9	0.0
Tulsa	500,772,202	499,322,221	491,469,316	1.9	0.3
Watonga	2,931,920	2,888,499	2,499,488	17.3	1.5
Weatherford	16,675,166	16,487,925	14,529,806	14.8	1.1
Wewoka	1,391,076	1,384,014	1,270,648	9.5	0.5
Woodward	20,606,401	20,534,498	19,284,078	6.9	0.4
Total Selected Cities	2,374,408,585	2,367,869,679	2,311,624,347	2.72	0.28

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Front cover photo of oil well on the state capitol grounds, courtesy of Fred Marvel, Oklahoma Department of Tourism.