

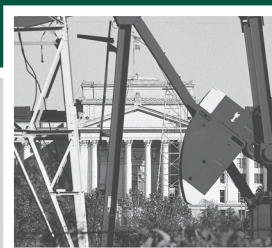


Center for Economic &  
Management Research



# OKLAHOMA BUSINESS BULLETIN

**Monthly Digest**



**November  
2017  
Adjusted  
Retail Sales**

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# OU OBB Business Briefs

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Oklahoma's Business Conditions Index

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Economists: state economy recovering, but challenges remain

[NewsOK](#)

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

Economists: Oklahoma oil industry continues to strengthen

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

State, national economies finish 2017 strong

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

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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.

## ADJUSTED RETAIL TRADE FOR METRO AREAS AND STATE

	November 2017	October 2017	November 2016	Percentage Change Nov '17 Nov '16	Percentage Change Nov '17 Oct '17
OKLAHOMA					
Durable Goods	831,389,965	833,332,073	845,563,419	-1.7	-0.2
Lumber, Building Materials and Hardware	287,715,060	292,387,727	299,070,615	-3.8	-1.6
Auto Accessories and Repair	190,976,087	189,887,043	177,489,463	7.6	0.6
Furniture	81,745,595	81,554,120	83,535,211	-2.1	0.2
Computer, Electronics and Music Stores	119,889,378	118,014,584	126,146,749	-5.0	1.6
Miscellaneous Durables	134,516,820	135,016,712	143,939,254	-6.5	-0.4
Used Merchandise	16,547,025	16,471,886	15,382,127	7.6	0.5
Nondurable Goods	2,533,396,394	2,512,864,658	2,355,575,424	7.5	0.8
General Merchandise	808,433,829	805,334,352	784,808,312	3.0	0.4
Food Stores	305,683,895	305,650,022	302,811,342	0.9	0.0
Apparel	129,336,397	128,058,676	126,577,881	2.2	1.0
Eating and Drinking Places	658,980,742	654,428,598	617,632,568	6.7	0.7
Drug Stores	45,766,406	45,774,847	51,166,268	-10.6	0.0
Liquor Stores	49,342,332	48,904,200	42,204,946	16.9	0.9
Miscellaneous Nondurables	139,048,926	139,413,897	131,721,816	5.6	-0.3
Gasoline	396,803,867	385,300,067	298,652,291	32.9	3.0
Total Retail Trade	3,364,786,359	3,346,196,731	3,201,138,843	5.1	0.6
OKLAHOMA CITY MSA					
Durable Goods	319,449,364	319,340,426	312,554,330	2.2	0.0
Lumber, Building Materials and Hardware	107,774,455	108,817,305	109,397,637	-1.5	-1.0
Auto Accessories and Repair	65,981,703	65,807,862	63,711,243	3.6	0.3
Furniture	33,512,814	33,417,916	32,841,948	2.0	0.3
Computer, Electronics and Music Stores	44,715,471	44,213,828	41,141,814	8.7	1.1
Miscellaneous Durables	60,632,399	60,313,757	59,269,902	2.3	0.5
Used Merchandise	6,832,522	6,769,759	6,191,787	10.3	0.9
Nondurable Goods	863,393,115	886,496,182	837,545,644	3.1	-2.6
General Merchandise	282,622,093	281,208,584	279,594,476	1.1	0.5
Food Stores	91,936,353	91,685,968	86,677,231	6.1	0.3
Apparel	58,078,294	57,995,625	62,188,393	-6.6	0.1
Eating and Drinking Places	266,960,847	265,236,077	232,916,207	14.6	0.7
Drug Stores	17,521,241	17,490,048	17,755,134	-1.3	0.2
Liquor Stores	17,716,172	17,637,616	17,599,360	0.7	0.4
Miscellaneous Nondurables	54,410,018	53,746,130	48,862,643	11.4	1.2
Gasoline	74,148,097	101,496,135	91,952,201	-19.4	-26.9
Total Retail Trade	1,182,842,479	1,205,836,608	1,150,099,974	2.8	-1.9
TULSA MSA					
Durable Goods	212,069,249	210,673,046	199,340,819	6.4	0.7
Lumber, Building Materials and Hardware	71,191,340	71,159,099	70,002,953	1.7	0.0
Auto Accessories and Repair	30,767,442	30,582,994	28,620,829	7.5	0.6
Furniture	23,845,467	23,685,961	21,977,492	8.5	0.7
Computer, Electronics and Music Stores	37,988,001	37,372,029	34,085,634	11.4	1.6
Miscellaneous Durables	43,202,170	42,842,482	39,998,698	8.0	0.8
Used Merchandise	5,074,828	5,030,481	4,655,212	9.0	0.9
Nondurable Goods	673,876,410	693,356,844	606,863,321	11.0	-2.8
General Merchandise	180,351,830	181,964,093	198,896,915	-9.3	-0.9
Food Stores	99,827,991	98,343,059	83,217,843	20.0	1.5
Apparel	30,128,444	30,658,578	36,397,669	-17.2	-1.7
Eating and Drinking Places	205,017,814	199,873,951	147,579,523	38.9	2.6
Drug Stores	13,951,621	14,288,936	16,856,596	-17.2	-2.4
Liquor Stores	15,092,927	14,884,678	13,035,985	15.8	1.4
Miscellaneous Nondurables	34,056,911	33,492,001	28,719,986	18.6	1.7
Gasoline	95,448,872	119,851,547	82,158,805	16.2	-20.4
Total Retail Trade	885,945,658	904,029,889	806,204,140	9.9	-2.0

## ADJUSTED RETAIL TRADE FOR METRO AREAS AND STATE

	November 2017	October 2017	November 2016	Percentage Change	
				Nov '17 Nov '16	Nov '17 Oct '17
<b>LAWTON MSA</b>					
<b>Durable Goods</b>	<b>17,414,111</b>	<b>17,474,759</b>	<b>18,335,917</b>	-5.0	-0.3
Lumber, Building Materials and Hardware	6,470,852	6,524,880	7,029,984	-8.0	-0.8
Auto Accessories and Repair	3,033,564	3,032,276	2,998,369	1.2	0.0
Furniture	1,967,008	1,949,218	1,886,041	4.3	0.9
Computer, Electronics and Music Stores	2,441,934	2,463,798	2,845,296	-14.2	-0.9
Miscellaneous Durables	3,198,726	3,200,098	3,236,819	-1.2	0.0
Used Merchandise	302,027	304,489	339,408	-11.0	-0.8
<b>Nondurable Goods</b>	<b>66,394,942</b>	<b>67,764,607</b>	<b>67,295,456</b>	-1.3	-2.0
General Merchandise	23,186,288	23,737,749	28,969,671	-20.0	-2.3
Food Stores	6,051,238	5,956,906	5,351,927	13.1	1.6
Apparel	2,889,618	2,998,427	3,826,277	-24.5	-3.6
Eating and Drinking Places	21,289,488	20,727,963	16,687,840	27.6	2.7
Drug Stores	589,943	619,416	851,159	-30.7	-4.8
Liquor Stores	1,092,899	1,121,869	1,601,980	-31.8	-2.6
Miscellaneous Nondurables	3,311,325	3,295,524	3,134,152	5.7	0.5
Gasoline	7,984,144	9,306,753	6,872,451	16.2	-14.2
<b>Total Retail Trade</b>	<b>83,809,053</b>	<b>85,239,366</b>	<b>85,631,374</b>	-2.1	-1.7
<b>ENID MICROSA</b>					
<b>Durable Goods</b>	<b>14,463,979</b>	<b>14,436,777</b>	<b>14,122,096</b>	2.4	0.2
Lumber, Building Materials and Hardware	4,952,277	4,996,712	5,269,167	-6.0	-0.9
Auto Accessories and Repair	3,838,382	3,825,012	3,723,257	3.1	0.3
Furniture	931,003	930,849	971,274	-4.1	0.0
Computer, Electronics and Music Stores	1,830,724	1,805,617	1,788,330	2.4	1.4
Miscellaneous Durables	2,558,463	2,529,521	2,065,489	23.9	1.1
Used Merchandise	353,130	349,066	304,579	15.9	1.2
<b>Nondurable Goods</b>	<b>44,363,268</b>	<b>45,822,575</b>	<b>41,300,098</b>	7.4	-3.2
General Merchandise	12,866,365	13,083,078	14,652,508	-12.2	-1.7
Food Stores	7,387,171	7,272,499	6,391,633	15.6	1.6
Apparel	1,961,941	1,992,634	2,297,555	-14.6	-1.5
Eating and Drinking Places	12,271,564	11,929,028	9,122,874	34.5	2.9
Drug Stores	789,920	820,453	1,074,141	-26.5	-3.7
Liquor Stores	770,252	756,989	761,361	1.2	1.8
Miscellaneous Nondurables	2,367,808	2,331,569	1,879,999	25.9	1.6
Gasoline	5,948,248	7,636,327	5,120,028	16.2	-22.1
<b>Total Retail Trade</b>	<b>58,827,247</b>	<b>60,259,353</b>	<b>55,422,194</b>	6.1	-2.4

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

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



# ADJUSTED RETAIL TRADE FOR SELECTED CITIES

	November 2017	October 2017	November 2016	Percentage Change	
				Nov '17 Nov '16	Nov '17 Oct '17
Ada	28,368,065	28,248,506	27,437,092	3.4	0.4
Altus	18,491,291	18,427,928	17,994,332	2.8	0.3
Alva	6,529,187	6,536,437	6,709,548	-2.7	-0.1
Anadarko	5,367,131	5,365,887	5,330,521	0.7	0.0
Ardmore	38,383,894	38,311,511	37,602,937	2.1	0.2
Bartlesville	38,347,781	38,249,433	38,004,936	0.9	0.3
Blackwell	5,790,310	5,741,983	5,392,461	7.4	0.8
Broken Arrow	86,951,797	86,342,755	80,050,918	8.6	0.7
Chickasha	19,970,117	19,761,440	17,622,663	13.3	1.1
Clinton	8,827,193	8,757,458	7,661,976	15.2	0.8
Cushing	9,702,542	9,662,132	9,534,940	1.8	0.4
Del City	18,873,608	18,913,844	19,083,881	-1.1	-0.2
Duncan	23,171,416	23,153,041	23,283,470	-0.5	0.1
Durant	25,953,228	25,861,951	24,686,063	5.1	0.4
Edmond	112,196,544	112,030,380	109,652,550	2.3	0.1
El Reno	15,237,010	15,057,726	12,961,969	17.6	1.2
Elk City	20,523,627	20,309,909	17,711,136	15.9	1.1
Enid	53,893,650	53,713,737	52,729,104	2.2	0.3
Guthrie	12,820,627	12,684,334	11,134,728	15.1	1.1
Guymon	13,102,275	13,071,007	12,814,375	2.2	0.2
Henryetta	5,747,352	5,728,021	5,614,021	2.4	0.3
Hobart	2,521,246	2,513,880	2,459,124	2.5	0.3
Holdenville	4,117,635	4,089,821	3,856,629	6.8	0.7
Hugo	6,925,759	6,924,953	7,108,984	-2.6	0.0
Idabel	8,844,700	8,766,041	8,319,648	6.3	0.9
Lawton	69,868,199	70,065,000	73,375,551	-4.8	-0.3
McAlester	29,495,042	29,403,850	28,451,153	3.7	0.3
Miami	12,998,761	12,983,756	12,597,004	3.2	0.1
Midwest City	57,794,690	57,678,309	56,782,515	1.8	0.2
Moore	61,785,254	61,487,637	58,528,208	5.6	0.5
Muskogee	44,404,262	44,538,516	43,149,908	2.9	-0.3
Norman	123,223,929	123,228,335	124,016,990	-0.6	0.0
Oklahoma City	612,065,769	610,072,133	593,030,344	3.2	0.3
Okmulgee	11,662,864	11,649,310	11,220,771	3.9	0.1
Pauls Valley	10,989,041	10,937,966	10,410,231	5.6	0.5
Pawhuska	4,503,018	4,413,844	3,029,510	48.6	2.0
Ponca City	27,765,531	27,540,864	25,483,419	9.0	0.8
Poteau	13,346,679	13,309,118	12,999,666	2.7	0.3
Sand Springs	22,669,951	22,670,723	22,743,820	-0.3	0.0
Sapulpa	16,374,396	16,422,185	18,008,118	-9.1	-0.3
Seminole	9,720,403	9,690,217	9,134,803	6.4	0.3
Shawnee	43,350,750	43,266,129	41,603,978	4.2	0.2
Stillwater	58,397,840	58,182,076	57,249,174	2.0	0.4
Tahlequah	23,659,434	23,715,012	24,002,660	-1.4	-0.2
Tulsa	513,762,956	510,953,124	485,803,025	5.8	0.5
Watonga	3,179,114	3,119,997	2,541,978	25.1	1.9
Weatherford	17,144,739	16,963,416	14,987,192	14.4	1.1
Wewoka	1,534,759	1,512,865	1,352,777	13.5	1.4
Woodward	20,893,287	20,811,327	20,072,536	4.1	0.4
Total Selected Cities	2,401,248,651	2,392,839,826	2,315,333,333	3.71	0.35

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## CENTER FOR ECONOMIC AND MANAGEMENT RESEARCH



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