

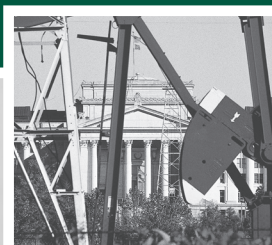
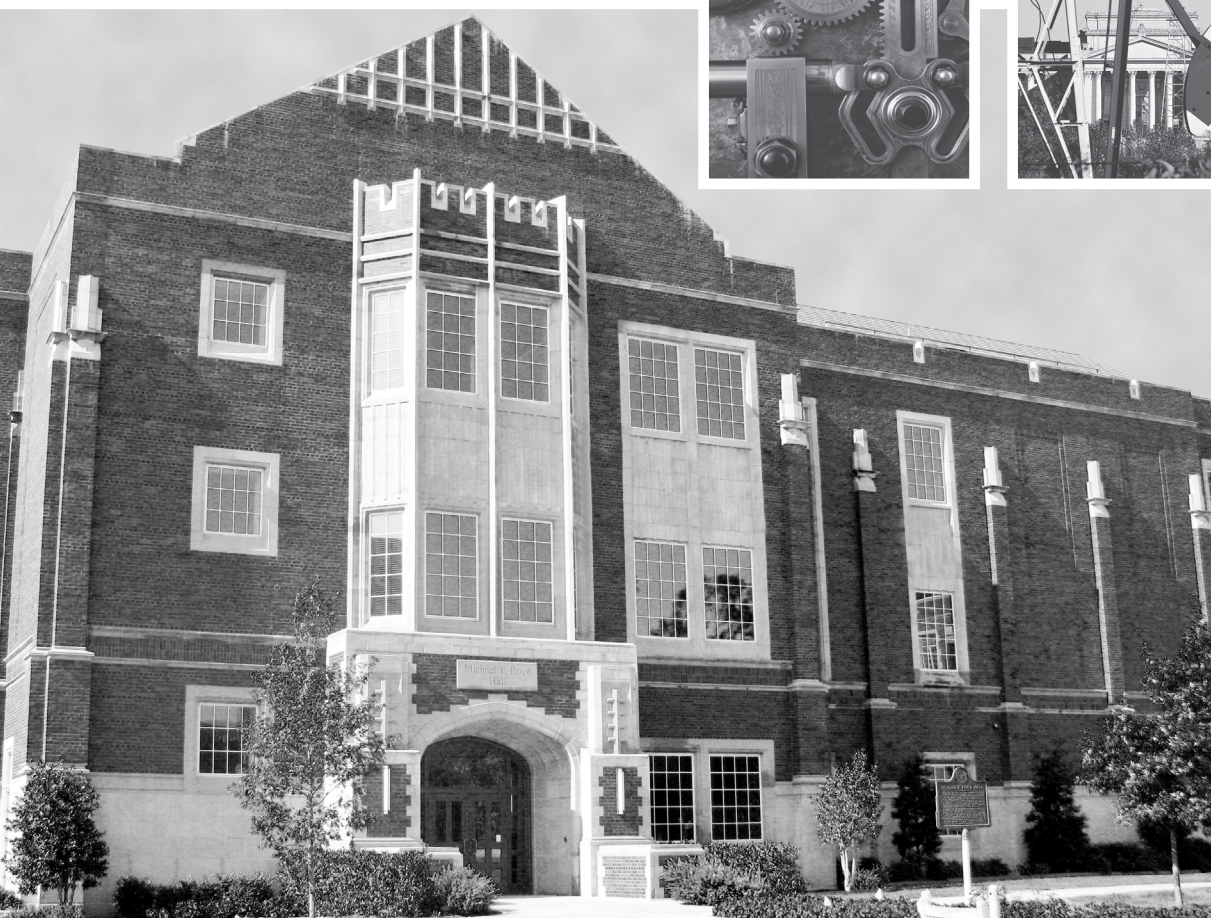


Center for Economic &
Management Research



OKLAHOMA BUSINESS BULLETIN

Monthly Digest



**September
2017
Adjusted
Retail Sales**

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Monthly Digest*

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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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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

	September 2017	August 2017	September 2016	Percentage Change	
				Sep '17 Sep '16	Sep '17 Aug '17
OKLAHOMA					
Durable Goods	845,146,778	842,929,132	858,418,993	-1.5	0.3
Lumber, Building Materials and Hardware	302,319,257	304,660,311	300,849,256	0.5	-0.8
Auto Accessories and Repair	190,605,414	188,237,128	182,930,014	4.2	1.3
Furniture	81,941,266	81,585,195	84,232,061	-2.7	0.4
Computer, Electronics and Music Stores	115,730,248	114,581,845	131,013,522	-11.7	1.0
Miscellaneous Durables	138,033,221	137,456,636	143,743,955	-4.0	0.4
Used Merchandise	16,517,372	16,408,017	15,650,186	5.5	0.7
Nondurable Goods	2,560,306,395	2,436,527,049	2,429,292,076	5.4	5.1
General Merchandise	807,603,524	802,669,762	783,868,197	3.0	0.6
Food Stores	306,687,338	306,924,475	301,376,150	1.8	-0.1
Apparel	127,588,929	126,375,468	129,566,723	-1.5	1.0
Eating and Drinking Places	651,493,837	647,038,283	614,820,892	6.0	0.7
Drug Stores	45,869,555	45,962,770	51,820,938	-11.5	-0.2
Liquor Stores	48,658,509	48,450,711	41,949,315	16.0	0.4
Miscellaneous Nondurables	141,576,115	141,091,784	134,616,269	5.2	0.3
Gasoline	430,828,588	318,013,796	371,273,592	16.0	35.5
Total Retail Trade	3,405,453,173	3,279,456,180	3,287,711,069	3.6	3.8
OKLAHOMA CITY MSA					
Durable Goods	324,534,853	323,524,147	313,644,686	3.5	0.3
Lumber, Building Materials and Hardware	116,613,194	116,245,386	104,161,757	12.0	0.3
Auto Accessories and Repair	65,450,133	65,293,342	63,932,281	2.4	0.2
Furniture	33,740,957	33,611,318	32,742,651	3.0	0.4
Computer, Electronics and Music Stores	43,267,011	42,974,435	43,520,182	-0.6	0.7
Miscellaneous Durables	58,730,784	58,727,018	63,125,174	-7.0	0.0
Used Merchandise	6,732,774	6,672,648	6,162,640	9.3	0.9
Nondurable Goods	829,550,057	851,000,255	854,906,135	-3.0	-2.5
General Merchandise	297,022,035	293,193,217	255,887,102	16.1	1.3
Food Stores	83,584,084	84,582,721	93,517,276	-10.6	-1.2
Apparel	62,186,981	61,435,217	52,995,334	17.3	1.2
Eating and Drinking Places	228,582,346	232,522,787	269,185,711	-15.1	-1.7
Drug Stores	19,669,014	19,309,760	16,078,431	22.3	1.9
Liquor Stores	17,804,809	17,672,753	16,656,525	6.9	0.7
Miscellaneous Nondurables	46,018,684	46,629,686	48,343,894	-4.8	-1.3
Gasoline	74,682,103	95,654,115	102,241,862	-27.0	-21.9
Total Retail Trade	1,154,084,910	1,174,524,402	1,168,550,821	-1.2	-1.7
TULSA MSA					
Durable Goods	207,116,506	206,264,282	204,302,022	1.4	0.4
Lumber, Building Materials and Hardware	70,347,493	70,376,787	69,235,500	1.6	0.0
Auto Accessories and Repair	30,453,391	30,282,454	29,599,529	2.9	0.6
Furniture	23,546,520	23,393,073	21,893,189	7.6	0.7
Computer, Electronics and Music Stores	35,296,407	35,055,093	36,614,028	-3.6	0.7
Miscellaneous Durables	42,499,840	42,219,342	42,282,931	0.5	0.7
Used Merchandise	4,972,854	4,937,532	4,676,844	6.3	0.7
Nondurable Goods	682,920,879	671,124,699	645,132,690	5.9	1.8
General Merchandise	180,761,292	182,573,841	188,648,296	-4.2	-1.0
Food Stores	98,511,090	96,978,971	86,177,308	14.3	1.6
Apparel	31,622,435	32,022,702	31,713,079	-0.3	-1.2
Eating and Drinking Places	196,200,170	191,537,092	175,068,851	12.1	2.4
Drug Stores	14,900,040	15,129,789	15,339,278	-2.9	-1.5
Liquor Stores	14,498,396	14,325,585	12,426,144	16.7	1.2
Miscellaneous Nondurables	34,130,242	33,493,933	29,252,389	16.7	1.9
Gasoline	112,297,212	105,062,787	106,507,346	5.4	6.9
Total Retail Trade	890,037,385	877,388,981	849,434,712	4.8	1.4

ADJUSTED RETAIL TRADE FOR METRO AREAS AND STATE

	September 2017	August 2017	September 2016	Percentage Change	
				Sep '17 Sep '16	Sep '17 Aug '17
LAWTON MSA					
Durable Goods	17,046,906	17,175,465	18,313,298	-6.9	-0.7
Lumber, Building Materials and Hardware	6,346,140	6,421,159	6,774,795	-6.3	-1.2
Auto Accessories and Repair	2,987,655	2,991,346	3,097,403	-3.5	-0.1
Furniture	1,827,946	1,829,005	1,879,580	-2.7	-0.1
Computer, Electronics and Music Stores	2,352,305	2,399,615	3,050,937	-22.9	-2.0
Miscellaneous Durables	3,233,629	3,232,126	3,222,455	0.3	0.0
Used Merchandise	299,231	302,214	288,128	3.9	-1.0
Nondurable Goods	66,161,185	65,577,805	67,833,948	-2.5	0.9
General Merchandise	24,021,974	24,526,319	26,017,092	-7.7	-2.1
Food Stores	5,637,484	5,599,864	5,903,131	-4.5	0.7
Apparel	3,341,685	3,394,223	3,168,539	5.5	-1.5
Eating and Drinking Places	19,485,273	19,152,688	19,499,115	-0.1	1.7
Drug Stores	675,540	695,890	748,433	-9.7	-2.9
Liquor Stores	992,419	1,045,427	1,285,348	-22.8	-5.1
Miscellaneous Nondurables	3,476,367	3,436,762	3,121,664	11.4	1.2
Gasoline	8,530,443	7,726,633	8,090,627	5.4	10.4
Total Retail Trade	83,208,092	82,753,271	86,147,246	-3.4	0.5
ENID MICROSA					
Durable Goods	14,523,592	14,489,914	14,494,172	0.2	0.2
Lumber, Building Materials and Hardware	5,321,064	5,326,788	5,753,495	-7.5	-0.1
Auto Accessories and Repair	3,770,244	3,763,873	3,652,339	3.2	0.2
Furniture	923,337	927,945	1,035,687	-10.8	-0.5
Computer, Electronics and Music Stores	1,659,610	1,665,018	2,057,773	-19.3	-0.3
Miscellaneous Durables	2,493,358	2,455,535	1,682,425	48.2	1.5
Used Merchandise	355,979	350,755	312,452	13.9	1.5
Nondurable Goods	44,467,178	43,765,634	43,866,379	1.4	1.6
General Merchandise	13,455,649	13,608,896	14,132,721	-4.8	-1.1
Food Stores	7,036,783	6,965,455	6,983,627	0.8	1.0
Apparel	2,105,922	2,121,209	2,076,856	1.4	-0.7
Eating and Drinking Places	11,327,014	11,091,460	10,881,392	4.1	2.1
Drug Stores	884,111	905,481	967,438	-8.6	-2.4
Liquor Stores	623,368	632,422	691,356	-9.8	-1.4
Miscellaneous Nondurables	2,529,592	2,463,194	1,963,624	28.8	2.7
Gasoline	6,504,739	5,977,517	6,169,365	5.4	8.8
Total Retail Trade	58,990,770	58,255,548	58,360,551	1.1	1.3

ADJUSTED RETAIL TRADE FOR SELECTED CITIES

	September 2017	August 2017	September 2016	Percentage Change	
				Sep '17 Sep '16	Sep '17 Aug '17
Ada	27,766,725	27,716,107	27,120,616	2.4	0.2
Altus	18,259,677	18,223,522	18,262,440	0.0	0.2
Alva	6,481,382	6,497,979	6,508,991	-0.4	-0.3
Anadarko	5,429,590	5,418,791	5,290,872	2.6	0.2
Ardmore	38,267,843	38,204,001	37,748,475	1.4	0.2
Bartlesville	37,472,783	37,498,166	37,802,725	-0.9	-0.1
Blackwell	5,538,373	5,517,324	5,446,372	1.7	0.4
Broken Arrow	85,835,307	85,274,049	81,725,305	5.0	0.7
Chickasha	19,546,826	19,350,490	17,675,732	10.6	1.0
Clinton	8,826,170	8,727,881	7,977,409	10.6	1.1
Cushing	9,413,950	9,414,249	9,531,500	-1.2	0.0
Del City	19,115,368	19,119,006	18,701,025	2.2	0.0
Duncan	22,935,040	22,960,839	23,464,989	-2.3	-0.1
Durant	25,960,848	25,836,140	24,265,209	7.0	0.5
Edmond	112,324,829	112,075,821	108,437,143	3.6	0.2
El Reno	15,156,787	14,939,912	12,858,503	17.9	1.5
Elk City	20,266,739	20,024,098	17,632,077	14.9	1.2
Enid	53,225,714	53,157,118	53,565,980	-0.6	0.1
Guthrie	12,489,675	12,360,469	10,973,385	13.8	1.0
Guymon	12,922,325	12,909,720	12,601,563	2.5	0.1
Henryetta	5,649,258	5,641,771	5,652,807	-0.1	0.1
Hobart	2,501,524	2,495,850	2,425,189	3.1	0.2
Holdenville	4,037,706	4,016,320	3,853,255	4.8	0.5
Hugo	6,781,833	6,805,642	6,881,747	-1.5	-0.3
Idabel	8,569,071	8,523,289	8,188,374	4.6	0.5
Lawton	69,186,269	69,565,216	72,508,912	-4.6	-0.5
McAlester	29,333,534	29,240,826	28,227,996	3.9	0.3
Miami	13,191,733	13,137,730	12,429,648	6.1	0.4
Midwest City	57,397,619	57,313,325	56,399,977	1.8	0.1
Moore	61,682,144	61,331,152	58,185,958	6.0	0.6
Muskogee	47,528,985	47,174,264	43,206,202	10.0	0.8
Norman	123,014,143	123,084,318	123,894,482	-0.7	-0.1
Oklahoma City	606,182,150	604,724,518	593,125,044	2.2	0.2
Okmulgee	11,677,169	11,646,111	11,129,753	4.9	0.3
Pauls Valley	10,770,821	10,737,097	10,453,497	3.0	0.3
Pawhuska	4,619,221	4,470,942	2,556,357	80.7	3.3
Ponca City	27,212,996	27,024,738	25,650,320	6.1	0.7
Poteau	13,264,296	13,231,625	12,895,923	2.9	0.2
Sand Springs	22,432,986	22,483,164	22,557,361	-0.6	-0.2
Sapulpa	15,707,722	15,903,146	18,246,194	-13.9	-1.2
Seminole	9,748,784	9,695,244	8,924,271	9.2	0.6
Shawnee	43,977,213	43,763,174	41,649,007	5.6	0.5
Stillwater	57,924,310	57,780,029	56,363,733	2.8	0.2
Tahlequah	23,833,292	23,866,252	23,974,126	-0.6	-0.1
Tulsa	504,825,579	502,888,797	491,362,161	2.7	0.4
Watonga	3,032,765	2,981,019	2,508,071	20.9	1.7
Weatherford	16,838,702	16,652,705	14,675,534	14.7	1.1
Wewoka	1,407,947	1,399,966	1,303,704	8.0	0.6
Woodward	20,510,565	20,464,364	19,606,474	4.6	0.2
Total Selected Cities	2,380,076,289	2,373,268,275	2,316,426,390	2.75	0.29

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

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

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