



OKLAHOMA BUSINESS BULLETIN

Center for Economic and Management Research
Michael F. Price College of Business
The University of Oklahoma
ISSN 0030-1671

APRIL 2011
VOLUME 78 • ISSUE 1



The *Oklahoma Business Bulletin* is published quarterly by the Center for Economic and Management Research, 307 West Brooks, Room 4, Norman, Oklahoma 73019-0450. April 2011, volume 78, number 1, ISSN 0030-1671. Second class postage paid at Norman, Oklahoma. Subscription price per year is \$10.00. Postmaster: Send address changes to the *Oklahoma Business Bulletin*, 307 W. Brooks, Room 4, Norman, Oklahoma 73069.

The Editorial Review Board welcomes original manuscripts, studies, and research reports from persons in both the public and private sector in any area of economics and business administration. The editorial policy of the *Bulletin* promotes a free exchange of ideas and analyses. Accordingly, the contents do not necessarily reflect the views of the editor or the publisher.

Manuscripts for consideration should be typed, double-spaced, and submitted in duplicate. Each submitted manuscript is reviewed by at least two members of the Editorial Review Board and a decision is usually reached in four to six weeks.

Address all manuscripts and correspondence to:

Oklahoma Business Bulletin
Center for Economic and Management Research
307 West Brooks, Room 4
Norman, Oklahoma 73019-0450

The *Oklahoma Business Bulletin* is published by the Center for Economic and Management Research, Michael F. Price College of Business, The University of Oklahoma.

© 2011 by the Center for Economic and Management Research. Printed in the United States of America.

Publications Staff

<i>Director</i>	Robert C. Dauffenbach
<i>Information Specialist</i>	John McCraw
<i>Publications Specialist</i>	Patricia Wickham

Editorial Review Board

MICHAEL G. HARVEY Hearin Professor of Global Business, Professor of Management, The University of Mississippi, University, Mississippi.

H.E. RAINBOLT Chairman of the Board, Banc-First Corp., Oklahoma City, Oklahoma.

STEPHEN SMITH Professor, Business Division, Rose State College, Midwest City, Oklahoma.

DANIEL A. WREN Professor of Management, Fred E. Brown Chair, Michael F. Price School of Business, Curator OU Libraries Bass Collection, University of Oklahoma, Norman, Oklahoma.

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.

OKLAHOMA BUSINESS BULLETIN

Volume 78, Number 1

April 2011

Articles

Business Highlights.....	1
<i>Robert C. Dauffenbach</i>	
Recent Trends in Oklahoma's Per Capita Personal Income	
<i>Tim C. Ireland and Orley M. Amos</i>	5

Tables

Quarterly	
Selected Indicators	14
Retail Trade in Metro Areas and State.....	15
Retail Trade in Selected Cities.....	16
Metropolitan Area Data	
Enid and Lawton MSAs, Muskogee MA	18
Tulsa	19
Oklahoma City	20

Business Highlights

by Robert C. Dauffenbach

National Economy

AFTER ONE OF THE MOST SEVERE RECESSIONS IN US history, the economy is clearly in a growth mode. Growth in real GDP was revised upward to 3.1 percent from an initial estimate of 2.8 percent for the fourth quarter of 2010. Since the recession ended in mid 2009 the annualized quarterly growth rates have been 1.6, 5.0, 3.7, 1.7, 2.6 and 3.1 percent from the third quarter of 2009 to the fourth quarter of 2010. Historically, real quarterly (annualized) growth rates have averaged slightly more than 3.0 percent. Thus, current rates of growth are in line with the historical record. Figure A. shows annualized quarterly rates of growth for real GDP since 1980. Also charted are year-over-year percentage changes, a less volatile statistic of this important measure of inflation-adjusted national output.

The industrial production index stands at 95.5 in February, about in line with the January 2011 monthly reading. While this index is still 5.2 percent below the pre-recession level at the end of 2007, it has gained a full 10 percentage points since the low attained in the first quarter of 2009. Capacity utilization, a measure of the level of operations of plant and equipment, is up 8.1 percentage points from the low in June 2009 and has regained about one-half of the what was lost in the recession.

According to the US Bureau of the Census, retail sales are up 15.3 percent from the nadir of the recession and are now 1.9 percent above pre-recession levels. Year-over-year, there has been an 8.9 percent gain in all retail sales. Clearly, the consumer is “back in the game.”

Even on the employment front, which has been a principal laggard, significant gains have been registered recently. Nonfarm payroll employment was up 192,000 in February and the unemployment rate remained unchanged at 8.9 percent. Prior to the recession, the unemployment rate was 4.5 percent, indicative of full employment. December employment was revised upward to a gain of 152,000 and January's gains were also revised upward to 63,000. Labor force participation, at 64.2 percent, remained at levels not seen

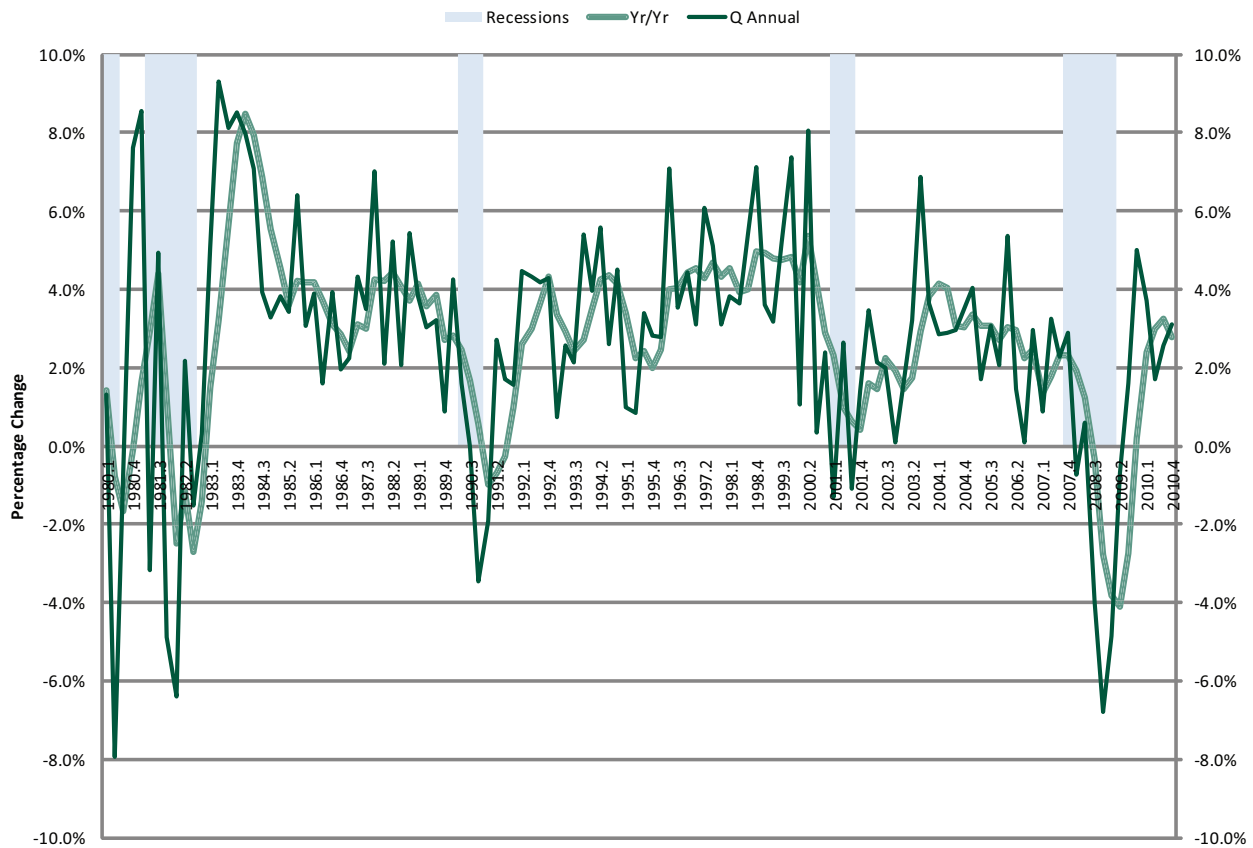
since the 1980s. The participation rate has fallen from the 67.3 percent in year 2000 and declined from 66.2 percent in the recession. Clearly, a large number of potential workers have ceased looking for work, a requirement if one is to be considered unemployed.

In terms of percentage job loss, this past recession was certainly the most severe that the US has experienced since WWII. The unemployment rate more than doubled, hitting the second highest level since WWII. In addition, a full 2.0 percentage points were lost in labor force participation. On top of that, there has been a gain of about four million workers who are now working part-time for economic reasons. This statistic stands at about 8.4 million and topped out at 9.5 million. Prior to the recession, part-time work for economic reasons stood at about 4.5 million. High unemployment rates, low labor force participation, and high levels of part-time work for economic reasons continue to be the principal issues in the national economic recovery.

A large component of these employment difficulties is explained by the housing sector, where new building activity for single-family residences is well below lows not seen since 1963 despite a much higher population level. Typically housing leads the nation in recovery, but not this time. The seasonally-adjusted sales of new homes were only 250,000 in February, having topped out at 1,400,000 in 2006. The large number of foreclosed homes on the market is one of the principal reasons for the pressure on new home sales. Home prices are still declining, according to recent reports.

While the national economy is obviously recovering, headwinds still remain, including the housing market, high unemployment, higher prices for food and energy, various crises abroad, and problems associated with the federal and state fiscal finance. Improvements in household incomes, moderate employment growth, corporate profitability and low interest rates are positives that should yield continuing gains in the overall economy. Still, it is necessary to recognize that the “bounce” out of the last recession is greatly hindered by the lack of recovery in construction. It is likely that comparatively low rates of growth are going to be with us for some time.

Figure A. US Rates of Growth in Real GDP



Oklahoma Economy

The Oklahoma economy has fared reasonably well over the course of the Great Recession. Indeed, Oklahoma recorded the highest Gross State Product gain in the nation in 2009, the most recent data in this series which lags considerably national data. Oklahoma led the nation with a 6.6 percent gain in GSP in comparison with a 1.5 percent decline in Texas. Indeed, Oklahoma led all surrounding states and, of course, led the nation.

Oklahoma ranks 11th in the nation among states with comparatively low unemployment rates, as reported by the Bureau of Labor Statistics, placing it approximately in the 1st quintile of states. Job gains initially looked good for the state, but in the re-benchmarking accomplished recently, job growth has been revised downward. Still, the state is about 20,000 jobs ahead of the low point in employment while the OKC region is about 8,000 ahead and the Tulsa region, about 3,000 ahead. It is clear, however, that job growth is even a problem for Oklahoma, as is certainly the case with the nation.

Oklahoma has a much more diversified industrial base in comparison with the late 1970s and early 1980s, the heyday of the energy boom. In consequence, it should not be surprising that with the generally more comparable industrial base that the state's economy should more and more follow national trends. This is what we see in Figure B, reporting "smoothed" annual percentage changes in employment in Oklahoma and the two major metropolitan areas in comparison with the nation.

As shown in Figure B, Oklahoma's employment gains were substantially ahead of the national trends from 1973 through 1981. In 1982, we succumbed to the national recession, but more importantly, to the oil bust. Tulsa area employment fell at an annual 8 percent rate during this time at one point. There was a recovery in 1984 and 1985, only to suffer employment declines in 1986 and into 1987. It wasn't until 1988 that the state and its major metro areas began to grow again at national rates.

Since 1988 there has been fairly close correspondence between how the state and its major metro areas have grown or declined in comparison with the nation. We tend to lag

what is happening in the national economy by two or three months. Nevertheless, the correspondence is noteworthy. Also apparent in this graphic is that the Tulsa region is considerably more cyclically volatile than the OKC region and the state as a whole.

Like many states, Oklahoma, too, is experiencing problems on the state financial front. As illustrated in Figure C, the state experienced more than a 22 percent decline in year-over-year percentage change in 2009. Since that time, we have recovered substantially. But, in comparison to outsized gains recorded in 2008, a time of high energy prices for natural gas in particular (which is the major source of severance tax collections in the state), we are still significantly off the peak. Total gross tax collections are only about one-fifth off of the lows in the most recent February 2011 data in comparison with the peak.

The State of Oklahoma's economy is clearly tied to national trends. We can be hopeful that recent gains in the

price of natural gas will prove beneficial to state tax collections. Given how low natural gas prices are in relation to oil prices, there is clear reason to be hopeful on this front, both in the short-term and in the long-term. Still, the much closer association of the Oklahoma economy with that national economy leads one to believe that while we will continue to do better than the nation, we will still be hindered by the expected relatively slow upward momentum of the national economy.

Robert C. Dauffenbach is Director of the Center for Economic and Management Research and Associate Dean for Research and Graduate Programs.

Figure B. US and Oklahoma Employment Growth Moving Average Annual Rate of Change

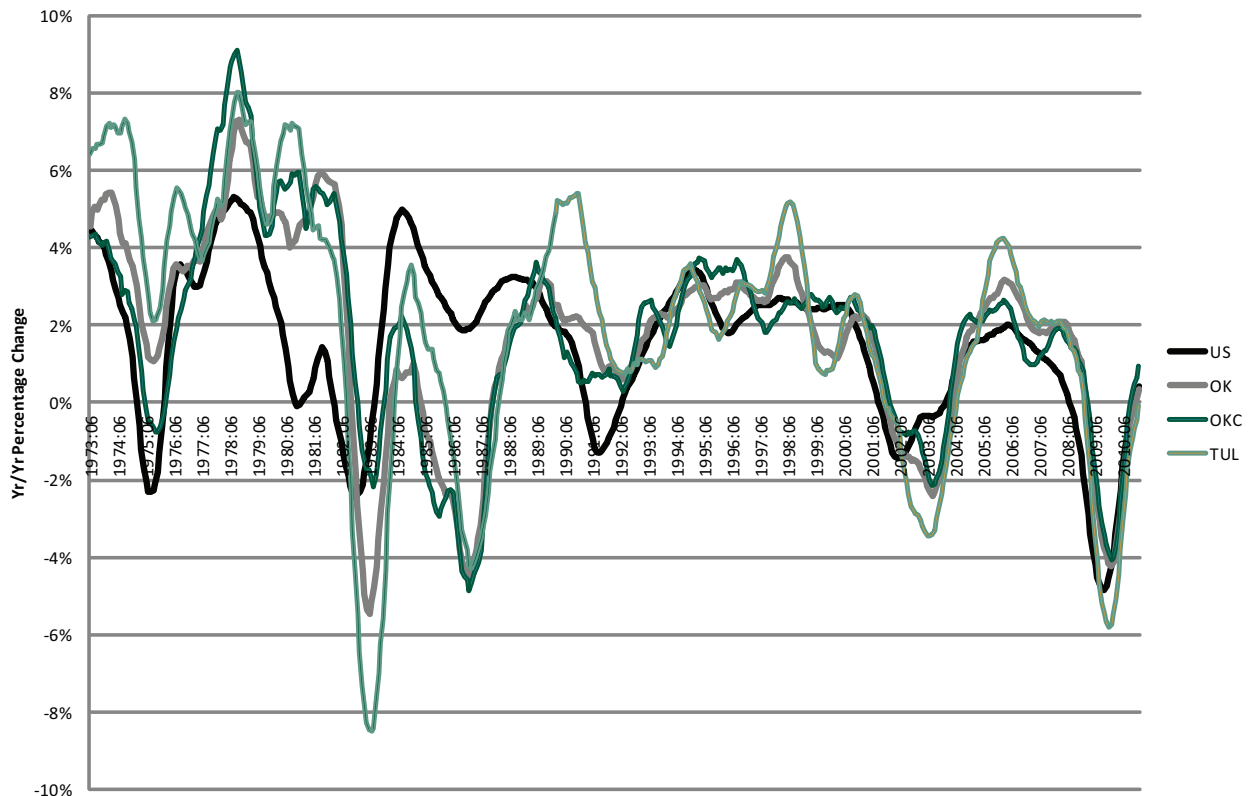
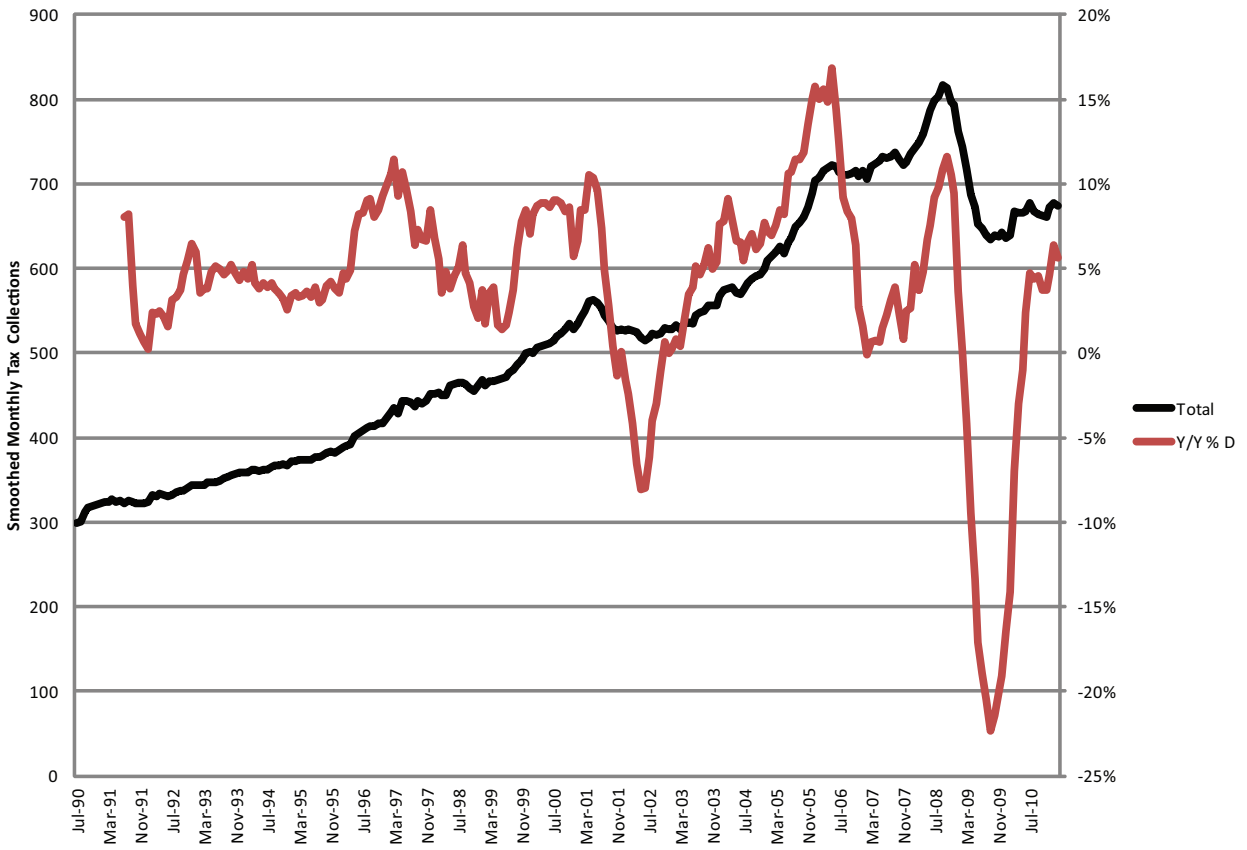


Figure C. Total and Yr/Yr % Δ in Oklahoma Gross Tax Collections



Recent Trends in Oklahoma's Per Capita Personal Income

by Tim C. Ireland and Orley M. Amos

WHILE THE RECENT U.S. ECONOMIC DOWNTURN has certainly had repercussions in the state of Oklahoma, newly released data from the Bureau of Economic Analysis (BEA) in the U.S. Department of Commerce suggests that the economic impact on Oklahoma has been much milder than that experienced in many other states.¹ Oklahoma's total personal income declined by 0.8% in 2009, recording a level of just over \$130 billion, while the U.S. economy registered a drop of 1.7% in personal income. Still, even in light of this relatively more modest decline in the income aggregate, Oklahoma did experience its second (annual) decline over the last 40 years in per capita personal income (PCI), a measure of the relative economic welfare of individuals within the state. Per capita personal income in Oklahoma declined from \$35,969 in 2008 to a value of \$35,268 in 2009. This 1.94% reduction in PCI, however, far exceeded the more modest decline of 0.66% witnessed during the oil-bust year of 1983. Besides these two negative growth years and the flat, no-growth year of 2002, per capita personal income had demonstrated fairly steady growth in Oklahoma during the 1969-2009 period. PCI in Oklahoma as a percent of the national average fluctuated considerably during these four decades but ultimately rose from 83% of the national average in 1969 to just over 90% of the U.S. value in 2009.

Even in light of the negative experience of the 2008-2009 period, one can say that Oklahoma has made some positive strides toward reaching a position of equivalency with the nation in terms of the economic well-being of its citizens during the past four decades. However, in trying to gather a fuller understanding of the general economic health of the citizenry of Oklahoma, one would have to wonder whether all regions within the state have shared in this movement or whether there were significant regional differences in this progress? In other words, have all of the major geographic regions of the state displayed similar growth patterns during this time or have we seen considerable diversity? An equally intriguing question is whether the state as a whole as well as the individual regions within the state have experienced a convergence or a divergence (within

its members) of per capita personal income levels over this period. Answers to the above questions would definitely provide a much more complete picture of the spatial nature of the relative economic welfare of the citizens of Oklahoma.

This manuscript will attempt to examine these questions of economic well-being within Oklahoma by examining state, regional, and county per capita personal income levels for the 1969-2008 time period.² The study uses state and county PCI data supplied by the BEA. The sub-state regional delineations are created by dividing the 77 counties of Oklahoma into five distinct regions representing the Central, Northeast, Northwest, Southeast, and Southwest sectors of the state. Additionally, a special measure of regional income variation, V_w , is created to examine spatial differences in per capita personal income within the state and its regions during this four decade time period. Prior to the presentation and analysis of this data, a brief discussion of regional income variation and spatial-temporal economic development will be provided.

Regional Income Variation

An historical fact for any society is that incomes are not equally distributed among the population. Some members have more income and others have less. In some circumstances the few have relatively high incomes and the many have relatively low incomes. In other circumstances income is more equally dispersed throughout the population. The relative equality or inequality with which incomes are divided is invariably a point of contention and controversy.

More often that not focus is directed to the distribution of income among members of the population, i.e. how much income one person has relative to another. The sources of this personal income inequality are attributable to such things as individual work effort and personal initiative, education, natural or acquired skills and talents, and perhaps a bit of luck and happenstance.

Another view of the distribution of income is from a spatial or regional perspective. In this case, the average,

or per capita, income of one geographic area or region is compared to that of another region. The regions in question are commonly states within the nation or counties within a state. Because the comparison is among per capita incomes or entire regions, the variation among members of society within a given region is averaged out.

The sources of regional income inequality are similar to that for personal income inequality, including education, natural skills, work ethic, and happenstance. This translates into such regional factors as education spending, natural resource endowments, and cultural heritage.

Another important factor that surfaces in the analysis of regional income inequality is the level of economic development. The overall progression of society's ability to transform natural resources into consumer satisfying goods also affects the regional distribution of income. The reason is that not all geographic areas are affected at the same time in the same way by the broad stroke of human progress. For example, a new factory, shopping mall, or housing development emerges in one state, one county, one part of a city, but not in another. One particular area benefits from the progress more so than another.

Throughout much of the 1900s, the theoretical pattern of the relation between economic development and regional income variation traced out what is commonly termed an inverted-U. That is, regional income variation increases in the early stages of development, then decreases in the latter stages. In the United States increasing regional income variation (or divergence) was seen in the late 1800s into the early 1900s. Decreasing regional income variation (or convergence) was then seen in the mid 1900s. This theory implied that once convergence was achieved that income variation would reach relative stasis, with no subsequent periods of general divergence or convergence.

However, evidence now suggests that regional income variation is once again diverging. The theoretical implication is that the inverted-U is not a one time process, but part of a larger pattern; a pattern based on alternating periods of divergence then convergence, characterized more by a mathematical sine curve than a simple inverted-U.

The reason for periodic periods of divergence followed by convergence appears to be technological innovations that create major, society-wide structural changes. The most recent innovations include silicon chip based computers (latter fourth of the 1900s), internal combustion powered automobiles (latter fourth of the 1800s), and steam engine drive manufacturing and railroads (latter fourth of the 1700s). In each case the production and subsequent diffusion of the technological innovation stimulates economic progress, benefiting some regions more so than others.

Because some regions benefit first, other regions clearly lag behind. In many cases, lagging regions benefit only when the divergence turns the corner to convergence.

Throughout the 1900s, the state of Oklahoma has typically lagged behind much of the rest of the country. Moreover, some regions within the state of Oklahoma have tended to lag behind, not just the country, but also the average for the state.

This analysis employs a measure of regional income variation initially specified in a 1965 study by Williamson and later estimated in a paper by Amos.^{3,4} It is calculated as:

$$V_w = \frac{\sqrt{\sum_i (Y_i - Y_r)^2 p_i / p_r}}{Y_r}$$

where V_w = the weighted variation of regional income, Y_i = per capita personal income in county i of the substate region r (or the state), Y_r = per capita personal income in the substate region r (or the state), p_i = population in county i of the substate region r (or the state), p_r = total population in the substate region r (or the state). Higher values of this statistic indicate greater income inequality within a region while smaller values denote less inequality or greater equality in regional income.

Per Capita Personal Income Trends

State, regional, and county per capita personal income values were estimated for the period of 1969-2008 using personal income and population data supplied by the BEA.⁵ Regional PCI levels for the five regions of Oklahoma were created by utilizing the individual county personal income and population totals contained within each region. The county membership for each region is as follows:

- Central: Canadian, Cleveland, Grady, Kingfisher, Lincoln, Logan, McClain, Oklahoma, Payne, Pottawatomie, and Seminole
- Northeast: Adair, Cherokee, Craig, Creek, Delaware, Mayes, Muskogee, Nowata, Okfuskee, Okmulgee, Osage, Ottawa, Pawnee, Rogers, Tulsa, Wagoner, and Washington
- Northwest: Alfalfa, Beaver, Blaine, Cimarron, Dewey, Ellis, Garfield, Grant, Harper, Kay, Major, Noble, Texas, Woods, and Woodward
- Southeast: Atoka, Bryan, Carter, Choctaw, Coal, Garvin, Haskell, Hughes, Johnston, Latimer, LeFlore, Love, McCurtain, McIntosh, Marshall, Murray, Pittsburg, Pontotoc, Pushmataha, and Sequoyah
- Southwest: Beckham, Caddo, Comanche, Cotton, Custer, Greer, Harmon, Jackson, Jefferson, Kiowa, Roger Mills, Stephens, Tillman, and Washita.

Next, PCI trends are examined on the state, regional, and county level over the past four decades. Additionally, movements within our indicator of regional income variation, V_w , are also analyzed on a state and regional basis.

State Trends

Per capita personal income (PCI) in Oklahoma, while generally trending upward, demonstrated a considerable amount of growth volatility over the 1969-2009 period. As noted in Table 1, Oklahoma's PCI in nominal terms rose from \$3,204 in 1969 to a level of \$35,969 in 2008 before falling to \$35,268 in 2009. Oklahoma's PCI declined twice during this period, recording losses of \$79 and \$701 in 1983 and 2009, respectively. In like fashion, the U.S. PCI grew to a value of \$40,149 in 2008 from a starting level of \$3,839 in 1969 before experiencing a decline to \$39,138 the following year. During this four decade period, Oklahoma's relative position compared to the national total, rose from 83.46% in 1969 to 90.11% of the U.S. value in 2009. However, this moderate gain in relative terms masks much of the actual movement that occurred. During the prosperous growth period of the 1970's, Oklahoma's PCI rose to 91.76% of the U.S. level in 1979 and continued that explosive growth for three additional years. By 1982, Oklahoma had essentially achieved equivalency with the U.S. by recording a PCI that was 99.17% of the national level. From there, the oil bust in 1983 and the resulting economic malaise that plagued the Oklahoma economy for several years led to a much weaker relative position for the state. Oklahoma's PCI relative to the U.S. dropped to 82.46% in 1989 and 80.35% in 1999. Stronger energy markets during the most recent decade have led to a resurgence in Oklahoma's relative position as the state has again topped the 90% level of the U.S.

Decade annual growth rates reported in Table 2 support the diverse growth picture of the Oklahoma economy during the 1969-2009 period. PCI in Oklahoma grew at an annual growth rate of 10.11% during the 1970s then cooled

to levels of 6.11% and 4.12% during the 1980s and 1990s, respectively. The resurgence during the first decade of the new millennium produced annual growth of 4.48%. However, these nominal values can be somewhat misleading if inflation is not taken into account. Looking at inflation adjusted values for these four decades does support the growth leadership of the 1970s as real PCI grew at an annual rate of 3.30% during this time.⁶ But the 1980s are truly revealed as the poorest growth period of the four decades as annual growth in PCI recorded a dismal 1.31% during this time. The 1990s look slightly better at 1.84% annual growth while the final decade bumps the PCI to a 2.05% rate of growth.

A final component in examining the movement in Oklahoma's PCI during the past 40 years involves looking at the spatial nature of regional income variation. Using the V_w statistic reported in Table 1, one can note a general decline in this measure of income variation within its components (counties) from a value of .2131 in 1969 to a level of .1879 in 2008. Within what appears to be a general convergence in PCI levels of the counties within the state, there again can be found some variation in the story. The V_w statistic actually rose in value from its 1969 level to a high of .2342 in 1978 before steadily declining to .1759 in 1994. From the mid 1990s onward, this indicator has cycled up and down. So, while a general convergence in PCI levels appears to have occurred during most of this period, it is possible that Oklahoma may now be moving towards a period of divergence. This result is consistent with previous work suggesting that Oklahoma is in a transitory period between convergence and divergence, lagging behind the national trend in which the more developed states have exhibited a propensity for divergence.⁷

Table 1
Income Indicators

	1969	1979	1989	1999	2008	2009
Oklahoma Nominal PCI	\$3,204	\$8,395	\$15,192	\$22,757	\$35,969	\$35,268
U.S. Nominal PCI	\$3,839	\$9,149	\$18,423	\$28,321	\$40,149	\$39,138
Oklahoma/U.S. PCI Ratio	.8346	.9176	.8246	.8035	.8959	.9011
Regional Income Variation (V_w)	.2131	.2185	.1986	.1977	.1879	—

Table 2
Decade Compound Annual Growth Rates (%)

	1969 – 1979	1979 – 1989	1989 – 1999	1999 – 2008	1999 – 2009
Oklahoma Nominal PCI	10.11	6.11	4.12	5.22	4.48
Oklahoma Real PCI	3.30	1.31	1.84	2.64	2.05

Regional Trends

As noted in Table 3, the relative wealth of the five regions of Oklahoma is very diverse. The Central and Northeast Regions of the state are, by far, the wealthiest areas in an aggregate context. These two had near identical PCI levels in 1969 and reported similar 2008 values of \$37,721 and \$37,920 for the Central and Northeast, respectively. The only significant occurrence in that time was the general repositioning of the Northeast as the wealthiest region of the state, a position that the Central and Northwest Regions also alternatively held at times during much of the early 1970s and early 1980s. The Northwest Region finished the four decade period of analysis as the third wealthiest with a 2008 PCI of \$34,134 although it clearly produced the lowest growth numbers over this period. The two areas to the south, the Southwest and Southeast Regions, recorded the fastest growth rates during this time but still generated the lowest 2008 PCI levels at \$32,435 and \$28,760, respectively. While not readily apparent when simply viewing the absolute PCI levels for the regions of Oklahoma, another possible indication of convergence of PCI in Oklahoma can be observed when regional PCI is compared to the state PCI. Those regions, who in 1969 had a PCI greater than the state average (Central, Northeast, and Northwest), saw

their PCI as a proportion of the Oklahoma PCI decline over the four decades. In contrast, the regions (Southwest and Southeast) with PCI values below the state average in 1969 saw their PCI as a proportion of the Oklahoma PCI rise during this time. In fact, the Southeast Region saw its PCI rise from what was only 71.8% percent of the state's value in 1969 to nearly 80% of the state's level in 2008.

The Central Region, the most populous and fastest growing of the five regions of Oklahoma, experienced solid but not spectacular growth in its PCI by climbing from a level of \$3,487 in 1969 to a value of \$37,721 in 2008. This amounted to an annual growth of 6.30%, which was just slightly lower than the state average of 6.40% during the four decade period of analysis. In fact, only in the final of these four decades did the Central Region's growth rate exceed that of the state. Oklahoma County recorded the highest PCI levels within the region while Seminole, Payne, and Lincoln Counties produced the lowest at different times during this period of analysis. The Central Region, as noted in Table 4, experienced a general convergence in PCI within its members as its Vw statistic dropped from .1453 in 1969 to .1174 in 1999. A slight rise in the statistic to a level of .1246 in 2008 suggests the possibility that the Central Region is making the transition from convergence to divergence.

Table 3
Oklahoma Regional Indicators

<i>Per Capita Income</i>					
<i>Region</i>	<i>1969</i>	<i>1979</i>	<i>1989</i>	<i>1999</i>	<i>2008</i>
Central	\$3,487	\$9,025	\$16,046	\$23,730	\$37,721
Northeast	3,423	8,888	16,176	24,649	37,920
Northwest	3,289	9,257	15,491	21,773	34,134
Southeast	2,301	6,103	11,687	18,061	28,760
Southwest	2,860	7,312	13,421	19,335	32,435

<i>Compound Annual Growth Rate (%)</i>					
<i>Region</i>	<i>1969-1979</i>	<i>1979-1989</i>	<i>1989-1999</i>	<i>1999-2008</i>	<i>1969-2008</i>
Central	9.98	5.92	3.99	5.29	6.30
Northeast	10.01	6.17	4.30	4.90	6.36
Northwest	10.90	5.28	3.46	5.12	6.18
Southeast	10.25	6.71	4.45	5.31	6.69
Southwest	9.84	6.26	3.72	5.92	6.43

Table 4
Regional Income Variation (Vw)

<i>Region</i>	<i>1969</i>	<i>1979</i>	<i>1989</i>	<i>1999</i>	<i>2008</i>	<i>Mean</i>	<i>Std. Dev.</i>	<i>Max.</i>	<i>Min.</i>
Central	.1453	.1340	.1334	.1174	.1246	.1300	.0124	.1540	.1074
Northeast	.2154	.2353	.2220	.2268	.2170	.2223	.0120	.2511	.2026
Northwest	.1145	.1162	.0929	.1131	.1132	.1114	.0184	.1720	.0870
Southeast	.1276	.1706	.1313	.1003	.1205	.1262	.0286	.1840	.0706
Southwest	.1090	.0820	.0806	.0703	.1062	.0827	.0170	.1209	.0521

The Northeast Region, while also seeing sizeable increases in population, recorded the highest PCI levels of the five regions during 24 of the 40 years of the study. This region grew at an annual rate of 6.36% and saw its PCI rise from \$3,423 in 1969 to \$37,920 in 2008. The Northeast Region's growth rate closely shadowed that of the state as a whole, slightly exceeding the state in the 1980s and 1990s while falling slightly below in the other two decades. Washington County was the wealthiest county within the Northeast as measured by PCI until Tulsa County supplanted it in 1993. The counties of Adair and Okfuskee have traded off being the poorest within the Northeast Region during the 1969-2008 period. An interesting feature of this region can be observed via its regional income variation statistic. While the Northeast has been wealthier in an aggregate sense, its Vw statistic on average (.2223) is much higher than those of the other four regions. This tells us that there is a much greater difference between the highs (the haves) and lows (the have nots) of the PCI levels of the counties in this region. In general, it appears that this region has seen a slight convergence of county PCI values from 1979 (.2353) up to 2008 (.2170).

The least populous, the Northwest Region, experienced additional declines in population during the last four decades and reported the lowest annual growth rate in PCI at 6.18%. Even in light of this fact, the Northwest remained the third wealthiest region as its PCI rose from \$3,289 in 1969 to \$34,134 in 2008. In contrast to the 1970s when the Northwest Region led the regional growth parade (10.90%), the 1980s and 1990s tended to be somewhat unkind to this region as its PCI grew at a considerably lower rate (5.28% and 3.46%) than the other portions of the state. Declines in PCI were actually reported in four different years across this 1969-2008 period. This heavily agricultural-based region has actually seen seven different counties report the highest PCI over the four decades with Texas and Cimarron Counties showing the greatest incidence. In equal fashion, seven different counties have produced the lowest PCI for the region. Blaine County has fallen into that category a majority of the time. The question of convergence or divergence of PCI within the counties of the Northwest Region is a little more difficult to ascertain. The

beginning and ending year values of the Vw statistic are not very different for this region with values of .1145 and .1132 in 1969 and 2008, respectively. However, the regional income variation statistic has fluctuated as high as .1720 and as low as .0870 over these 40 years, probably because of the highly variable agrarian composition of this region. Closer examination of year-to-year movements in Vw, with the admission that this statistic may not work well for regions with this economic nature, suggests a possible convergence initially with some movement towards divergence more recently, again reinforcing the general notion that Oklahoma is in a transition from convergence to divergence.

The region generating the most rapid gains in PCI over the past 40 years, the Southeast, is also the least wealthy. PCI within this region rose from \$2,301 in 1969 to a value of \$28,760 in 2008. The Southeast Region's growth rate exceeded that of the state for all four decades and resulted in an annual gain in PCI of 6.69% for the entire period. The 1980s and 1990s, in particular, proved quite successful for the Southeast Region in its pursuit of economic equivalency with the other regions of the state. This area of the state recorded no annual losses in PCI during this time while experiencing a one-third gain in population. Carter County has repeatedly proven the wealthiest of the counties of the Southeast while Atoka County and Pushmataha County have most commonly rendered the poorest. The Southeast Region has also seen huge swings in its regional income variation statistic while moving from a 1969 level of .1276 to a 2008 value of .1205. This region experienced a general rise in its Vw statistic through the early 1980s, followed by a significant decline until 2002 when a slight increase ensued. It would appear that divergence followed by convergence of PCI levels within the counties of the Southeast has occurred for much of this period. A return to divergence may be in the early stages of occurrence.

The Southwest Region, which also lost population over the four decades, recorded the second fastest rate of growth in PCI of the five regions at an annual rate of 6.43%. Even with these gains, the region remained as the second poorest within the state as its PCI rose from \$2,860 in 1969 to \$32,435 in 2008. The Southwest, which is heavily impacted by the governmental sector, reported the lowest rate of

growth of the regions of Oklahoma in the 1970s but rebounded to register the highest regional PCI growth rate in the most recent decade. This region has also seen seven different counties report both the highest and lowest PCI levels over the past 40 years. Stephens, Comanche, and Cotton Counties have appeared most commonly as the wealthiest of the Southwest while Greer, Jefferson, Harmon, and Caddo Counties have been the poorest most often. Interestingly, four counties from this portion of the state have at one time or another produced both the highest and lowest annual PCI levels. This region also has the distinction of generating the lowest level of income variation within the state with an average Vw recording of .0827 over the four decades. With, of course a certain amount of fluctuation, this statistic declined from a value of .1090 in 1969 to a level of .0703 in 1999. This general convergence in PCI levels for the counties of the Southwest over much of this time period could be changing as more recent values have moved upward, once again indicative of a transitory period.

County Trends

The relative wealth of the 77 counties of Oklahoma, as noted in Table 5, is even more varied than what can be discerned from the earlier state and regional analysis. In 1969, county PCI in Oklahoma ranged from a high of \$4,356 in Washington County to a low of \$1,864 in McIntosh County. By 2008, the spread in PCI amounted to \$23,641 with Tulsa County reporting the high at \$46,043 and Adair County the low at \$22,402. The ratio of the high to low county PCI levels within the state declined from 2.34 to 2.06 over the 40 year period, providing another possible indication of convergence within the relative wealth of the constituents of the state.

Over the four decades, six different counties have had the honor of reporting the highest annual PCI for the state. Washington and Tulsa Counties have held this distinction for the majority of the time (33 years) with the far Northwest Counties of Cimarron, Texas, Beaver, and Harper reporting the high in various isolated years. For the most part, Washington County appeared as the wealthiest from the mid 1970s until the early 1990s when Tulsa County took over the leadership position. On the other hand, nine other counties have yielded the lowest PCI levels in Oklahoma at one time or another. Atoka and Pushmataha Counties appear a majority of the time (23 years) at the top of this list with the counties of Okfuskee, Adair, Blaine, Coal, Johnston, Choctaw, and McIntosh having this title at least once over the 1969-2008 period.

Most of the counties of Oklahoma, over the past four decades, experienced PCI growth that fell into the six to seven percent range on an annual basis. Four counties, however, distinguished themselves as the fastest growers in

terms of this economic measure by recording annual growth rates exceeding seven percent. The growth leader, Latimer County, exceeded the growth average of the state in all four decades and registered a PCI annual growth rate of 7.46% over the 40 year period. Love, McIntosh, and Delaware Counties also displayed exceptional growth patterns over this time by recording PCI growth rates of 7.16%, 7.12%, and 7.03 %, respectively. Even in light of these strong growth numbers, these four counties still fall below the state average in terms of their relative wealth. Additionally, all four of these counties reside on the Eastern side of Oklahoma and appear to share the common characteristic of lake and recreational opportunities. Additional factors like oil and gas activity, gaming and casinos, etc. may, of course, play a role in explaining their superior performance.

Seven counties, primarily from the Western side of the state, produced PCI growth rates below six percent on an annual basis. Washita County, from the Southwest Region, provided the smallest PCI gains during the four decades by recording a 5.17% annual growth rate. Texas, Alfalfa, Blaine, and Beaver Counties, all from the Northwest Region, also fell below this line of demarcation with annual PCI growth rates of 5.41%, 5.69%, 5.72%, and 5.96%, respectively. Additionally, the two Northeast Counties of Washington and Nowata recorded growth rates of 5.90% and 5.91%, respectively, on an annual basis. Interestingly, from this list of slower growing counties we find a county that actually produced the highest rate of PCI growth for the state during the decade of the 1990s. Texas County, however, followed this superior performance in the 1990s with the lowest PCI growth rate for all counties in the following decade. Another member of this slower growth group, Washington County, as noted earlier was the wealthiest county in the state for a number of years. The growth performance of this county was, no doubt, impacted by the corporate oil and gas restructuring of the past three decades.

Finally, of the fourteen counties within the state recording populations levels of at least 50,000 inhabitants, only four grew at an annual rate exceeding the state average of 6.40% for the four decade period. Payne, Wagoner, Comanche, and Tulsa Counties exceeded that level with annual increases in PCI of 6.64%, 6.63%, 6.57%, and 6.44%, respectively. The largest county in the state, Oklahoma County, fell slightly below the state average with an annual growth rate of 6.30%. Also from this list of most populous counties, only five find their wealth levels appearing above the state average of \$35,969 in 2008. Tulsa, Oklahoma, and Washington Counties, the three wealthiest according to 2008 PCI values, generated per person income levels of \$46,043; \$41,713; and \$40,704, respectively. Garfield County with a PCI of \$37,652 and Canadian County at a PCI level of \$36,355 in 2008 also resided above the state average.

Table 5

County Per Capita Personal Income

County	1969	RANK-69	1979	1989	1999	2008	RANK-08	1969 - 2008 Growth Rate (%)
Adair	\$1,875	76	\$4,709	\$10,626	\$15,324	\$22,402	77	6.57
Alfalfa	3,060	16	8,695	15,139	18,900	26,492	61	5.69
Atoka	1,883	75	4,435	9,129	14,806	22,663	76	6.59
Beaver	3,440	7	12,015	14,577	23,908	32,894	26	5.96
Beckham	2,771	36	7,725	12,263	16,840	32,357	29	6.50
Blaine	2,677	41	7,178	13,061	17,456	23,436	73	5.72
Bryan	2,167	65	5,825	11,393	18,332	28,735	48	6.85
Caddo	2,438	54	6,682	11,734	17,102	24,826	71	6.13
Canadian*	3,331	10	8,908	15,493	24,415	36,355	10	6.32
Carter	2,823	33	8,061	15,068	21,843	34,471	17	6.63
Cherokee	2,060	68	5,391	12,374	16,638	26,542	60	6.77
Choctaw	2,186	64	5,506	10,816	15,961	25,855	65	6.54
Cimarron	3,378	9	11,277	17,014	24,649	34,599	16	6.15
Cleveland*	3,318	11	8,512	15,074	23,007	35,613	11	6.27
Coal	2,039	70	4,605	9,646	14,893	22,973	75	6.41
Comanche*	2,950	25	6,911	14,534	20,351	35,272	14	6.57
Cotton	2,834	30	7,673	13,676	20,406	37,090	9	6.82
Craig	2,684	39	6,888	12,087	18,723	28,504	51	6.25
Creek*	2,841	29	7,222	12,747	20,155	30,241	41	6.25
Custer	2,910	26	7,703	13,788	19,564	32,272	30	6.36
Delaware	2,050	69	5,184	11,712	19,213	28,980	47	7.03
Dewey	2,558	47	7,468	14,991	20,394	33,681	23	6.83
Ellis	3,187	13	8,566	15,181	21,379	33,044	24	6.18
Garfield*	3,419	8	9,321	16,444	22,917	37,652	7	6.34
Garvin	2,516	50	7,997	13,488	20,043	32,905	25	6.81
Grady*	2,802	34	7,494	12,295	19,387	28,494	52	6.13
Grant	3,168	14	9,194	18,269	22,729	39,400	4	6.68
Greer	2,325	57	7,292	11,038	20,169	28,445	53	6.63
Harmon	2,622	44	5,894	12,071	19,592	30,106	43	6.46
Harper	3,111	15	10,459	16,488	26,153	34,900	15	6.39
Haskell	2,135	66	6,017	10,893	18,104	28,441	54	6.86
Hughes	2,292	59	5,641	10,515	14,736	23,367	74	6.13
Jackson	2,853	28	7,304	13,337	20,064	32,029	32	6.40
Jefferson	2,453	52	6,795	11,855	17,147	25,440	68	6.18
Johnston	1,953	71	4,895	9,155	15,250	25,470	66	6.81
Kay	3,640	6	9,772	16,818	21,243	35,503	13	6.01
Kingfisher	2,977	23	8,813	14,722	21,650	38,549	5	6.79
Kiowa	2,508	51	6,910	13,038	19,163	32,005	33	6.75
Latimer	1,921	73	5,210	10,365	17,899	31,773	34	7.46
Le Flore	2,204	62	5,711	11,323	17,946	26,033	64	6.54
Lincoln	2,859	27	7,045	11,876	18,629	29,274	46	6.15

Table 5 (continued)

County Per Capita Personal Income

<i>County</i>	<i>1969</i>	<i>RANK-69</i>	<i>1979</i>	<i>1989</i>	<i>1999</i>	<i>2008</i>	<i>RANK-08</i>	<i>1969 - 2008 Growth Rate (%)</i>
Logan	2,833	31	7,602	13,802	19,458	37,099	8	6.82
Love	2,318	58	6,377	11,746	17,516	34,397	18	7.16
McClain	2,952	24	7,337	13,664	21,174	37,816	6	6.76
McCurtain	1,929	72	5,369	10,699	17,725	25,462	67	6.84
McIntosh	1,864	77	5,329	10,943	17,427	27,232	58	7.12
Major	3,060	16	7,326	13,415	19,773	32,613	27	6.26
Marshall	2,243	61	6,126	11,648	17,598	27,085	59	6.60
Mayer	2,706	37	6,857	12,463	19,147	27,932	56	6.17
Murray	2,408	55	5,902	11,301	17,507	32,262	31	6.88
Muskogee*	2,781	35	7,222	12,548	19,147	28,513	50	6.15
Noble	2,605	45	8,919	14,047	20,036	31,497	36	6.60
Nowata	2,681	40	7,055	11,974	16,458	25,142	70	5.91
Okfuskee	2,119	67	5,379	9,713	13,942	23,662	72	6.38
Oklahoma*	3,844	5	9,985	17,869	25,940	41,713	2	6.30
Okmulgee	2,529	49	6,471	11,492	16,447	27,837	57	6.34
Osage	2,998	21	7,281	11,911	19,169	33,701	22	6.40
Ottawa	2,831	32	7,016	12,887	18,006	30,933	39	6.32
Pawnee	3,010	20	7,552	13,104	19,105	29,904	44	6.06
Payne*	2,387	56	6,354	13,130	19,836	29,290	45	6.64
Pittsburg	2,556	48	6,001	11,726	18,237	31,359	37	6.64
Pontotoc	2,624	43	7,200	12,998	19,376	31,220	38	6.56
Pottawatomie*	2,988	22	7,832	13,278	18,951	30,166	42	6.11
Pushmataha	1,900	74	4,735	9,064	14,937	25,411	69	6.88
Roger Mills	2,440	53	7,863	12,228	20,388	33,726	21	6.97
Rogers*	3,257	12	8,066	14,188	22,770	34,076	19	6.20
Seminole	2,275	60	7,001	11,171	16,270	28,383	55	6.69
Sequoyah	2,193	63	5,475	11,278	17,245	26,280	63	6.58
Stephens	3,025	19	8,531	13,683	19,869	33,759	20	6.38
Texas	3,878	4	10,995	14,385	27,013	30,287	40	5.41
Tillman	2,676	42	7,633	11,402	17,217	26,367	62	6.04
Tulsa*	4,035	2	10,749	19,489	30,121	46,043	1	6.44
Wagoner*	2,583	46	7,208	13,341	20,525	31,633	35	6.63
Washington*	4,356	1	11,659	20,435	26,473	40,704	3	5.90
Washita	4,009	3	7,616	12,635	16,696	28,624	49	5.17
Woods	2,699	38	8,419	14,428	19,933	32,512	28	6.59
Woodward	3,059	18	8,576	13,304	18,631	35,607	12	6.50

*Counties with 2008 populations over 50,000.

Summary and Conclusions

While Oklahoma has certainly experienced its share of economic ups and down during the last four decades, it has made strides in improving the economic well-being of its citizens as measured by its per capita personal income (PCI). The movement of this Oklahoma indicator in relation to the U.S. level has resembled a roller coaster at times with periods of moving close to the national value followed by periods of decline from that goal. Still, progress has been made and hopes of a position of equivalency with the nation remain for the future.

Considerable diversity exists in the level of economic wealth across the five regions of Oklahoma. The Northeast Region has emerged over the last forty years as the general leader in PCI for the state of Oklahoma with the Central Region as a close second. These regions are, of course, fueled by the two main metropolitan statistical areas within the state. The greatest growth rates in PCI and, therefore, improvement in their relative economic position belong to the two poorest regions of the state, the Southeast and Southwest. The Southeast Region, in particular, improved its relative wealth position considerably during the 1969-2008 period but still maintains the lowest PCI of the five regions. The slowest growing region over the four decades according to this economic indicator is the Northwest Region, which still commands the position of third wealthiest.

Over the last fifteen years, Tulsa County has clearly emerged as the wealthiest county in the state of Oklahoma. Tulsa County along with Oklahoma County and Washington County all recorded PCI levels exceeding \$40,000 in 2008. In terms of PCI growth rates over the four decades, four counties distinguished themselves as the growth leaders. All four of these counties come from the east side of the state and saw improvements in their economic well-being exceeding 7% per year. Latimer County produced the highest PCI growth rate with Love, McIntosh, and Delaware Counties following close behind. On the other hand, Washita County recorded the lowest PCI growth rate over this time.

Examining the spatial nature of regional income variation has been an additional issue within this manuscript. Besides noting the relative levels of PCI for the state, its regions, and its counties; one has to wonder whether a convergence or divergence has been occurring within the various entities over this four decade period. Using a special measure of regional income variation (Vw) as well as several other simple indicators, it appears that Oklahoma has experienced, for the most part, a general convergence in the PCI levels of its county components, at least during the majority

of the time period of this analysis. This finding for the state as a whole also appears to be at work within the five separate regions, although at differing levels. In addition, it should be noted that in the final decade of this period a possible transition into divergence of PCI levels could be at work. Regionally speaking, the greatest distinction between county PCI totals occurs in the Northeast Region while the least distinction resides in the Southwest Region. These results reinforce the proposition that Oklahoma lags behind the rest of the nation, not just in terms of PCI, but also in terms of development related trends of regional income inequality.

Notes

¹March 25, 2010 informational release from the Bureau of Economic Analysis, Department of Commerce, Washington, D.C.

²Data for the state of Oklahoma as a whole exists through 2009. Currently data on a county basis only exists through 2008. Therefore, while state analysis can extend from 1969-2009, the regional and county discussions can only occur over the 1969-2008 period.

³Williamson, J.G. "Regional Inequality and the Process of National Development: A Description of Patterns." *Economic Development and Cultural Change*, Vol. 13, 1965, pp. 3-47.

⁴Amos, Orley M. "An Inquiry into the Causes of Increasing Regional Income Inequality in the United States." *Review of Regional Studies*, Vol. 19, No. 2, 1989, pp. 1-12.

⁵A plethora of economic indicators including the data cited here can be found at the Bureau of Economic Analysis website. That website address is: www.bea.gov.

⁶Inflation adjusted real per capita personal income levels were calculated using the GDP implicit price deflator (2005 base year) provided by the Bureau of Economic Analysis.

⁷Amos, Orley M. "Regional Income Variation in the United States: 1969-2006." Working Paper, Department of Economics and Legal Studies, Spears School of Business, Oklahoma State University, 2009.

Tim C. Ireland is a Professor of Management Science and Information Systems in the Spears School of Business at Oklahoma State University.

Orley M. Amos is a Professor of Economics in the Spears School of Business at Oklahoma State University.

SELECTED INDICATORS FOR OKLAHOMA

	3rd Qtr 10	2nd Qtr '10	3rd Qtr '09	Percentage Change	
				'10/'09 3rd Qtr	2nd Qtr '10 3rd Qtr '10
Crude Oil Production (000 bbl) ^a	10,726	11,982	15,341	-30.1	-10.5
Natural Gas Production (000 mcf) ^b	244,445	306,027	444,020	-44.9	-20.1
Rig Count	132	123	78	69.2	7.3
Permit-Authorized Construction					
Residential Single Family					
Dollar Value (\$000)	257,319	289,644	292,718	-12.1	-11.2
Number of Units	1,514	1,683	1,739	-12.9	-10.0
Residential-Multi Family					
Dollar Value (\$000)	17,260	20,161	20,777	-16.9	-14.4
Number of Units	268	387	295	-9.2	-30.7
Total Construction (\$000)	274,579	309,805	313,495	-12.4	-11.4
Employment					
Total Labor Force (000) ^c	1,763.4	1,777.7	1,781.6	-1.0	-0.8
Total Employment (000)	1,644.8	1,657.0	1,662.2	-1.0	-0.7
Unemployment Rate (%)	6.7	6.8	6.7	--	--
Wage and Salary Employment (000)					
Manufacturing	123,567	123,133	125,033	-1.2	0.4
Mining	45,967	42,667	41,533	10.7	7.7
Construction	72,433	69,033	67,933	6.6	4.9
Retail Trade	170,067	167,600	168,300	1.0	1.5
Government	322,133	339,500	328,333	-1.9	-5.1
Average Weekly Hours (Per Worker)					
Manufacturing	42.3	43.0	40.3	5.0	-1.6
Average Weekly Earnings (\$ Per Worker)					
Manufacturing	602.52	619.45	603.97	-0.2	-2.7

Note: Includes revisions in some previous months.

^aFigures are for 3rd Qtr 2010 and 3rd Qtr 2009.

^bSales of larger private owned utility companies.

^cLabor Force refer to place of residence, non-agricultural wage and salary employment refers to place of work.

ADJUSTED RETAIL TRADE FOR METRO AREAS AND STATE (\$ Seasonally Adjusted)

	3rd Qtr 10	2nd Qtr '10	3rd Qtr '09	Percentage Change	
				'10/'09 3rd Qtr	2nd Qtr '10 3rd Qtr '10
OKLAHOMA CITY MSA					
Durable Goods	848,318,730	759,024,582	735,666,196	15.3	11.8
Lumber, Building Materials and Hardware	356,772,441	306,062,293	268,161,153	33.0	16.6
Auto Accessories and Repair	119,419,740	108,294,274	104,134,030	14.7	10.3
Furniture	86,976,435	80,543,701	83,943,741	3.6	8.0
Computer, Electronics and Music Stores	101,505,396	96,599,201	104,991,459	-3.3	5.1
Miscellaneous Durables	164,318,010	148,771,525	155,273,099	5.8	10.4
Used Merchandise	19,326,707	18,753,587	19,162,713	0.9	3.1
Nondurable Goods	2,116,411,883	2,163,201,458	2,048,243,517	3.3	-2.2
General Merchandise	684,899,625	694,863,228	693,482,178	-1.2	-1.4
Food Stores	271,718,531	268,149,438	266,894,809	1.8	1.3
Apparel	125,085,722	125,391,010	118,510,424	5.5	-0.2
Eating and Drinking Places	513,704,834	513,190,531	479,818,390	7.1	0.1
Drug Stores	49,257,289	49,841,462	46,829,621	5.2	-1.2
Liquor Stores	34,183,676	34,049,335	33,100,441	3.3	0.4
Miscellaneous Nondurables	111,105,467	116,132,261	103,520,283	7.3	-4.3
Gasoline	326,456,740	361,584,192	306,087,371	6.7	-9.7
Total Retail Trade	2,964,730,613	2,922,226,039	2,783,909,712	6.5	1.5
TULSA MSA					
Durable Goods	498,439,613	492,398,732	474,956,250	4.9	1.2
Lumber, Building Materials and Hardware	165,502,406	173,632,756	162,354,983	1.9	-4.7
Auto Accessories and Repair	75,743,986	69,546,238	68,093,748	11.2	8.9
Furniture	49,725,616	48,980,434	50,013,719	-0.6	1.5
Computer, Electronics and Music Stores	84,836,603	85,198,738	72,696,618	16.7	-0.4
Miscellaneous Durables	109,786,788	101,750,306	108,967,129	0.8	7.9
Used Merchandise	12,844,214	13,290,260	12,830,053	0.1	-3.4
Nondurable Goods	1,566,041,882	1,660,009,787	1,522,642,392	2.9	-5.7
General Merchandise	478,786,230	493,524,927	477,817,125	0.2	-3.0
Food Stores	238,222,009	230,162,677	237,462,823	0.3	3.5
Apparel	86,653,903	90,788,684	83,824,806	3.4	-4.6
Eating and Drinking Places	334,068,110	334,124,830	326,461,008	2.3	0.0
Drug Stores	42,358,913	42,141,189	40,012,446	5.9	0.5
Liquor Stores	26,543,570	26,142,962	24,434,361	8.6	1.5
Miscellaneous Nondurables	72,796,783	80,005,492	70,089,280	3.9	-9.0
Gasoline	286,612,365	363,119,026	262,540,544	9.2	-21.1
Total Retail Trade	2,064,481,495	2,152,408,519	1,997,598,642	3.3	-4.1
LAWTON MSA					
Durable Goods	50,875,955	52,897,820	59,471,054	-14.5	-3.8
Lumber, Building Materials and Hardware	23,317,166	25,263,250	27,972,509	-16.6	-7.7
Auto Accessories and Repair	7,916,798	8,000,317	9,155,896	-13.5	-1.0
Furniture	4,826,492	4,832,552	5,452,921	-11.5	-0.1
Computer, Electronics and Music Stores	4,957,968	5,014,744	5,398,666	-8.2	-1.1
Miscellaneous Durables	8,403,072	8,275,365	9,906,621	-15.2	1.5
Used Merchandise	1,454,459	1,511,592	1,584,441	-8.2	-3.8

ADJUSTED RETAIL TRADE FOR METRO AREAS AND STATE (\$ Seasonally Adjusted)

	3rd Qtr 10	2nd Qtr '10	3rd Qtr '09	Percentage Change	
				'10/'09 3rd Qtr	2nd Qtr '10 3rd Qtr '10
LAWTON MSA					
Nondurable Goods	179,821,598	187,174,651	192,990,144	-6.8	-3.9
General Merchandise	73,811,147	79,114,391	84,972,355	-13.1	-6.7
Food Stores	18,092,530	17,675,676	18,822,495	-3.9	2.4
Apparel	10,389,567	11,155,235	10,838,797	-4.1	-6.9
Eating and Drinking Places	39,122,492	39,293,004	41,081,799	-4.8	-0.4
Drug Stores	2,899,068	3,000,550	3,016,748	-3.9	-3.4
Liquor Stores	2,593,874	2,639,014	2,725,838	-4.8	-1.7
Miscellaneous Nondurables	8,422,373	8,657,920	8,839,758	-4.7	-2.7
Gasoline	24,490,546	25,638,860	22,692,354	7.9	-4.5
Total Retail Trade	230,697,553	240,072,470	252,461,198	-8.6	-3.9
ENID MICROSA					
Durable Goods	33,373,922	33,833,174	33,091,244	0.9	-1.4
Lumber, Building Materials and Hardware	15,158,539	15,480,080	15,340,372	-1.2	-2.1
Auto Accessories and Repair	6,930,047	6,287,421	6,076,398	14.0	10.2
Furniture	2,892,933	3,002,801	2,833,110	2.1	-3.7
Computer, Electronics and Music Stores	2,510,925	3,181,216	2,966,905	-15.4	-21.1
Miscellaneous Durables	5,058,052	4,961,203	5,153,862	-1.9	2.0
Used Merchandise	823,426	920,453	720,597	14.3	-10.5
Nondurable Goods	114,763,362	112,569,535	104,765,344	9.5	1.9
General Merchandise	35,753,672	36,972,517	34,824,111	2.7	-3.3
Food Stores	18,877,960	18,449,308	18,667,076	1.1	2.3
Apparel	4,803,573	4,880,543	4,187,001	14.7	-1.6
Eating and Drinking Places	21,965,998	21,342,707	20,092,069	9.3	2.9
Drug Stores	3,122,376	3,106,409	2,909,060	7.3	0.5
Liquor Stores	1,276,026	1,256,836	1,161,741	9.8	1.5
Miscellaneous Nondurables	9,694,852	5,237,170	4,860,814	99.4	85.1
Gasoline	19,268,906	21,324,046	18,063,472	6.7	-9.6
Total Retail Trade	148,137,284	146,402,709	137,856,587	7.5	1.2
OKLAHOMA					
Durable Goods	2,075,217,096	1,961,474,043	1,870,964,054	10.9	5.8
Lumber, Building Materials and Hardware	807,689,390	780,229,585	702,875,937	14.9	3.5
Auto Accessories and Repair	373,521,814	344,768,538	317,495,114	17.6	8.3
Furniture	194,656,776	189,461,741	191,743,120	1.5	2.7
Computer, Electronics and Music Stores	268,076,662	250,548,817	248,604,475	7.8	7.0
Miscellaneous Durables	385,428,421	350,064,376	363,702,057	6.0	10.1
Used Merchandise	45,844,035	46,400,985	46,543,350	-1.5	-1.2
Nondurable Goods	6,144,505,300	6,213,022,437	5,850,427,541	5.0	-1.1
General Merchandise	2,004,278,126	2,026,051,374	1,964,984,515	2.0	-1.1
Food Stores	921,154,514	884,520,583	885,654,458	4.0	4.1
Apparel	291,187,694	290,091,631	270,114,790	7.8	0.4
Eating and Drinking Places	1,272,406,368	1,266,455,527	1,196,182,656	6.4	0.5
Drug Stores	135,066,556	134,580,539	125,728,052	7.4	0.4
Liquor Stores	90,232,375	88,184,318	83,731,315	7.8	2.3
Miscellaneous Nondurables	324,190,638	331,092,494	284,668,245	13.9	-2.1
Gasoline	1,105,989,029	1,192,045,971	1,039,363,510	6.4	-7.2
Total Retail Trade	8,219,722,395	8,174,496,480	7,721,391,594	6.5	0.6

ADJUSTED RETAIL TRADE FOR SELECTED CITIES (\$ Seasonally Adjusted)

	3rd Qtr 10	2nd Qtr '10	3rd Qtr '09	Percentage Change	
				'10/'09 3rd Qtr	2nd Qtr '10 3rd Qtr '10
Ada	73,294,753	73,764,845	72,452,411	1.2	-0.6
Altus	50,595,145	50,479,698	48,136,095	5.1	0.2
Alva	17,101,536	17,118,699	16,902,940	1.2	-0.1
Anadarko	15,841,354	15,867,386	16,440,558	-3.6	-0.2
Ardmore	95,731,028	93,244,813	90,590,529	5.7	2.7
Bartlesville	104,144,915	104,652,235	99,193,665	5.0	-0.5
Blackwell	15,241,789	15,644,552	14,968,555	1.8	-2.6
Broken Arrow	189,712,451	191,664,287	187,407,502	1.2	-1.0
Chickasha	47,050,495	47,808,367	45,184,893	4.1	-1.6
Clinton	23,569,530	23,842,513	22,648,702	4.1	-1.1
Cushing	30,421,014	31,496,760	23,867,697	27.5	-3.4
Del City	53,528,096	52,315,547	51,623,766	3.7	2.3
Duncan	62,882,813	65,115,637	61,514,452	2.2	-3.4
Durant	61,354,999	61,129,423	58,612,203	4.7	0.4
Edmond	260,187,321	251,273,250	251,150,798	3.6	3.5
El Reno	33,760,684	34,027,625	32,609,483	3.5	-0.8
Elk City	51,141,157	48,870,115	45,626,077	12.1	4.6
Enid	133,451,921	133,451,921	129,895,323	2.7	0.0
Guthrie	26,173,088	26,946,568	26,437,030	-1.0	-2.9
Guymon	33,453,182	33,292,891	32,298,977	3.6	0.5
Henryetta	16,012,123	16,072,868	15,120,779	5.9	-0.4
Hobart	7,477,632	7,434,425	7,380,098	1.3	0.6
Holdenville	11,126,173	11,346,129	10,648,469	4.5	-1.9
Hugo	17,807,428	19,158,630	17,408,257	2.3	-7.1
Idabel	21,224,831	22,309,565	20,582,952	3.1	-4.9
Lawton	212,468,251	199,534,874	186,326,630	14.0	6.5
McAlester	84,078,280	84,525,597	79,338,763	6.0	-0.5
Miami	34,699,729	35,736,434	34,735,013	-0.1	-2.9
Midwest City	162,348,436	167,443,420	149,928,880	8.3	-3.0
Moore	138,420,137	136,436,560	125,534,301	10.3	1.5
Muskogee	122,948,733	120,089,724	114,580,565	7.3	2.4
Norman	318,745,881	321,918,793	303,384,782	5.1	-1.0
Oklahoma City	1,553,118,122	1,486,373,432	1,381,611,333	12.4	4.5
Okmulgee	32,965,752	32,956,528	32,715,980	0.8	0.0
Pauls Valley	26,150,266	26,460,121	25,406,662	2.9	-1.2
Pawhuska	8,104,100	8,005,182	7,630,350	6.2	1.2
Ponca City	71,332,913	70,015,419	67,728,096	5.3	1.9
Poteau	36,512,521	37,106,725	34,999,406	4.3	-1.6
Sand Springs	60,977,418	63,943,581	62,339,957	-2.2	-4.6
Sapulpa	52,812,220	52,563,586	52,204,940	1.2	0.5
Seminole	26,425,852	26,651,881	24,985,600	5.8	-0.8
Shawnee	116,976,613	113,440,331	104,512,125	11.9	3.1
Stillwater	137,415,224	136,781,493	138,647,082	-0.9	0.5
Tahlequah	66,398,598	65,181,491	55,681,241	19.2	1.9
Tulsa	1,275,301,100	1,276,055,344	1,234,603,385	3.3	-0.1
Watonga	6,105,727	6,260,784	6,123,633	-0.3	-2.5
Weatherford	37,619,822	36,887,812	34,301,740	9.7	2.0
Wewoka	4,317,586	4,110,568	3,736,651	15.5	5.0
Woodward	55,438,582	55,333,859	50,612,714	9.5	0.2
Total Selected Cities	6,093,967,321	6,012,142,285	5,710,372,038	6.7	1.4

SELECTED INDICATORS FOR THE ENID AND LAWTON MSA'S AND MUSKOGEE MA

	3rd Qtr 10	2nd Qtr '10	3rd Qtr '09	Percentage Change	
				'10/'09 3rd Qtr	2nd Qtr '10 3rd Qtr '10
ENID MSA					
Employment (Number)					
Labor Force ^a	32,773	32,427	32,037	2.3	1.1
Total Employment	31,225	30,834	30,537	2.3	1.3
Unemployment Rate (%)	4.7	4.9	4.7	--	--
LAWTON MSA					
Employment (Number)					
Labor Force ^a	48,724	49,688	48,383	0.7	-1.9
Total Employment	45,695	46,650	45,808	-0.2	-2.0
Unemployment Rate (%)	6.2	6.1	5.3	--	--
Permit-Authorized Construction					
Residential-Single Family					
Dollar Value (\$000)	8,288	8,572	10,283	-19.4	-3.3
Number of Units	53	55	60	-11.7	-3.6
Residential-Multi Family					
Dollar Value (\$000)	5,114	3,238	450	E	57.9
Number of Units	80	50	6	E	60.0
Total Construction (\$000)	13,402	11,810	10,733	24.9	13.5
MUSKOGEE MA					
Employment (Number)					
Labor Force ^a	31,690	31,427	32,270	-1.8	0.8
Total Employment	29,236	28,937	29,775	-1.8	1.0
Unemployment Rate (%)	7.8	7.9	7.7	--	--
Water Transportation					
Port of Muskogee					
Tons In	NA	NA	81,729	--	--
Tons Out	NA	NA	175,485	--	--

Note: Includes revisions.

^aCivilian Labor Force.

E = Exceeds 600 percent.

SELECTED INDICATORS FOR THE TULSA MSA

	3rd Qtr 10	2nd Qtr '10	3rd Qtr '09	Percentage Change	
				'10/'09 3rd Qtr	2nd Qtr '10 3rd Qtr '10
Employment (Number)					
Labor Force ^a	437,710	444,153	445,806	-1.8	-1.5
Total Employment	404,554	410,508	413,276	-2.1	-1.5
Unemployment Rate (%)	7.6	7.6	7.3	--	--
Wage and Salary Employment	405,767	408,033	405,833	0.0	-0.6
Manufacturing	44,000	43,633	44,700	-1.6	0.8
Mining	7,500	7,200	6,767	10.8	4.2
Construction	20,400	19,900	20,267	0.7	2.5
Wholesale and Retail Trade	15,700	15,800	16,067	-2.3	-0.6
Government	52,100	56,367	51,900	0.4	-7.6
Air Transportation					
Passengers Enplaning (Number)	363,365	372,646	374,399	-2.9	-2.5
Passengers Deplaning (Number)	369,798	364,180	379,798	-2.6	1.5
Freight (Tons)	13,940	13,729	15,352	-9.2	1.5
Water Transportation					
Tulsa Port of Catoosa					
Tons In	NA	NA	188,451	--	--
Tons Out	NA	NA	203,501	--	--
Permit-Authorized Construction					
Residential-Single Family					
Dollar Value (\$000)	82,054	106,385	123,204	-33.4	-22.9
Number of Units	476	608	715	-33.4	-21.7
Residential-Multi Family					
Dollar Value (\$000)	2,897	11,898	17,507	-83.5	-75.7
Number of Units	34	234	248	-86.3	-85.5
Total Construction	84,951	118,283	140,711	-39.6	-28.2

Note: Includes revisions.

^aCivilian Labor Force.

E = Exceeds 600 percent.

SELECTED INDICATORS FOR OKLAHOMA CITY MSA

	3rd Qtr 10	2nd Qtr '10	3rd Qtr '09	Percentage Change	
				'10/'09 3rd Qtr	2nd Qtr '10 3rd Qtr '10
Employment (Number)					
Labor Force ^a	571,928	578,000	575,923	-0.7	-1.1
Total Employment	535,923	541,113	540,306	-0.8	-1.0
Unemployment Rate (%)	6.3	6.4	6.2	--	--
Wage and Salary Employment	561,133	561,033	551,967	1.7	0.0
Manufacturing	30,367	30,333	31,467	-3.5	0.1
Mining	14,167	13,667	12,600	12.4	3.7
Construction	26,267	26,533	26,033	0.9	-1.0
Wholesale and Retail Trade	82,100	80,167	80,867	1.5	2.4
Government	112,633	118,633	113,867	-1.1	-5.1
Air Transportation					
Passengers Enplaning (Number)	615,974	468,698	586,470	5.0	31.4
Passengers Deplaning (Number)	624,535	460,436	596,527	4.7	35.6
Freight Enplaned (Tons)	5,037	3,751	5,314	-5.2	34.3
Freight Deplaned (Tons)	6,422	4,800	6,243	2.9	33.8
Permit-Authorized Construction					
Residential-Single Family					
Dollar Value (\$000)	134,565	140,728	134,923	-0.3	-4.4
Number of Units	757	801	800	-5.4	-5.5
Residential-Multi Family					
Dollar Value (\$000)	2,483	4,552	2,243	10.7	-45.5
Number of Units	47	97	30	56.7	-51.5
Total Construction (\$000)	137,048	145,280	137,166	-0.1	-5.7

Note: Includes revisions.

^aCivilian Labor Force.