

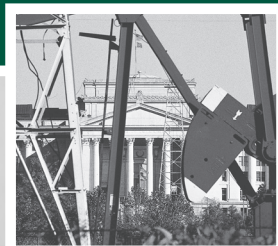


Center for Economic & Management Research



# OKLAHOMA BUSINESS BULLETIN

Monthly Digest



**April 2017  
Adjusted  
Retail Sales**

*The Oklahoma Business Bulletin  
Monthly Digest*

is published online monthly

<http://origins.ou.edu/reports/bulletins.htm>

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

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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

[Bureau of Econ Analysis](#)

The Oklahoma Economist

[Federal Reserve Bank of Kansas City](#)

Oklahoma Economic Indicators

[Oklahoma Employment Security Commission](#)

Oklahoma Economic Report Monthly Newsletter

[Oklahoma Office of State Treasurer](#)

Oklahoma OMES Media Releases

[Office of Management and Enterprise Services \(OMES\)](#)

Oklahoma's Business Conditions Index

[Creighton University](#)

Economists see improvements in Oklahoma for 2017

[NewsOK.com](#)

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

2017 Tax Burden by State

[WalletHub.com](#)

*Note: Oklahoma 47th in overall tax burden*

Economist: Oklahoma falls behind in college-educated workforce

[SWTIMES.com](#)

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

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## ADJUSTED RETAIL TRADE FOR METRO AREAS AND STATE

	April 2017	March 2017	April 2016	Percentage Change	
				Apr '17 Apr '16	Apr '17 Mar '17
<b>OKLAHOMA</b>					
<b>Durable Goods</b>	<b>797,072,562</b>	<b>798,537,337</b>	<b>835,359,979</b>	-4.6	-0.2
Lumber, Building Materials and Hardware	258,195,593	262,497,394	315,934,363	-18.3	-1.6
Auto Accessories and Repair	162,200,710	163,973,425	175,612,280	-7.6	-1.1
Furniture	77,872,980	78,526,152	81,600,968	-4.6	-0.8
Computer, Electronics and Music Stores	124,997,750	123,907,377	116,568,950	7.2	0.9
Miscellaneous Durables	157,286,196	153,474,262	129,629,904	21.3	2.5
Used Merchandise	16,519,332	16,158,727	16,013,515	3.2	2.2
<b>Nondurable Goods</b>	<b>2,418,663,515</b>	<b>2,408,363,214</b>	<b>2,429,934,979</b>	-0.5	0.4
General Merchandise	832,161,387	824,481,086	758,749,727	9.7	0.9
Food Stores	296,822,860	297,129,975	298,880,798	-0.7	-0.1
Apparel	139,288,619	136,172,589	119,172,458	16.9	2.3
Eating and Drinking Places	593,793,111	595,092,796	636,147,188	-6.7	-0.2
Drug Stores	51,542,573	50,166,405	47,672,848	8.1	2.7
Liquor Stores	52,925,535	50,861,604	40,120,959	31.9	4.1
Miscellaneous Nondurables	139,025,461	136,048,585	134,829,635	3.1	2.2
Gasoline	313,103,968	318,410,174	394,361,365	-20.6	-1.7
<b>Total Retail Trade</b>	<b>3,215,736,076</b>	<b>3,206,900,551</b>	<b>3,265,294,957</b>	-1.5	0.3
<b>OKLAHOMA CITY MSA</b>					
<b>Durable Goods</b>	<b>307,984,662</b>	<b>309,377,667</b>	<b>325,322,926</b>	-5.3	-0.5
Lumber, Building Materials and Hardware	96,522,228	98,609,856	122,623,284	-21.3	-2.1
Auto Accessories and Repair	59,160,097	59,936,150	66,630,505	-11.2	-1.3
Furniture	32,749,004	32,792,464	31,648,010	3.5	-0.1
Computer, Electronics and Music Stores	45,247,396	44,733,143	39,114,552	15.7	1.1
Miscellaneous Durables	67,844,320	66,876,885	58,777,656	15.4	1.4
Used Merchandise	6,461,616	6,429,169	6,528,918	-1.0	0.5
<b>Nondurable Goods</b>	<b>786,889,640</b>	<b>812,111,393</b>	<b>860,502,098</b>	-8.6	-3.1
General Merchandise	254,278,852	256,890,112	265,393,377	-4.2	-1.0
Food Stores	91,286,877	91,299,007	92,496,299	-1.3	0.0
Apparel	51,502,146	52,412,794	56,302,344	-8.5	-1.7
Eating and Drinking Places	250,803,205	251,197,025	262,270,974	-4.4	-0.2
Drug Stores	14,891,794	15,244,705	17,736,071	-16.0	-2.3
Liquor Stores	14,985,782	15,145,002	15,461,641	-3.1	-1.1
Miscellaneous Nondurables	50,630,941	50,681,209	53,249,720	-4.9	-0.1
Gasoline	58,510,043	79,241,539	97,591,672	-40.0	-26.2
<b>Total Retail Trade</b>	<b>1,094,874,302</b>	<b>1,121,489,060</b>	<b>1,185,825,024</b>	-7.7	-2.4
<b>TULSA MSA</b>					
<b>Durable Goods</b>	<b>191,223,557</b>	<b>192,860,448</b>	<b>206,822,791</b>	-7.5	-0.8
Lumber, Building Materials and Hardware	59,455,937	60,977,553	72,753,176	-18.3	-2.5
Auto Accessories and Repair	26,363,429	26,815,592	30,504,779	-13.6	-1.7
Furniture	22,429,665	22,394,712	22,605,229	-0.8	0.2
Computer, Electronics and Music Stores	34,440,540	34,484,684	35,188,060	-2.1	-0.1
Miscellaneous Durables	43,550,216	43,253,614	41,184,260	5.7	0.7
Used Merchandise	4,983,770	4,934,294	4,587,287	8.6	1.0
<b>Nondurable Goods</b>	<b>623,311,160</b>	<b>641,276,759</b>	<b>640,549,866</b>	-2.7	-2.8
General Merchandise	203,471,122	201,821,273	185,235,386	9.8	0.8
Food Stores	88,016,828	87,561,127	82,635,499	6.5	0.5
Apparel	36,357,777	36,010,405	34,520,378	5.3	1.0
Eating and Drinking Places	149,983,323	151,567,422	168,418,278	-10.9	-1.0
Drug Stores	17,214,495	17,047,826	16,553,287	4.0	1.0
Liquor Stores	14,426,203	14,194,970	11,972,276	20.5	1.6
Miscellaneous Nondurables	27,045,848	27,480,497	31,893,832	-15.2	-1.6
Gasoline	86,795,563	105,593,238	109,320,929	-20.6	-17.8
<b>Total Retail Trade</b>	<b>814,534,717</b>	<b>834,137,207</b>	<b>847,372,656</b>	-3.9	-2.4

## ADJUSTED RETAIL TRADE FOR METRO AREAS AND STATE

	April 2017	March 2017	April 2016	Percentage Change	
				Apr '17 Apr '16	Apr '17 Mar '17
<b>LAWTON MSA</b>					
<b>Durable Goods</b>	<b>17,048,694</b>	<b>17,252,641</b>	<b>18,964,782</b>	-10.1	-1.2
Lumber, Building Materials and Hardware	5,453,222	5,676,014	7,510,933	-27.4	-3.9
Auto Accessories and Repair	2,603,082	2,675,135	3,166,746	-17.8	-2.7
Furniture	1,884,506	1,878,765	1,873,133	0.6	0.3
Computer, Electronics and Music Stores	3,015,005	3,000,620	2,909,339	3.6	0.5
Miscellaneous Durables	3,746,645	3,682,606	3,193,920	17.3	1.7
Used Merchandise	346,234	339,503	310,711	11.4	2.0
<b>Nondurable Goods</b>	<b>45,215,638</b>	<b>58,744,640</b>	<b>66,402,484</b>	-31.9	-23.0
General Merchandise	17,767,208	23,834,630	26,544,321	-33.1	-25.5
Food Stores	3,566,645	4,691,621	5,483,429	-35.0	-24.0
Apparel	2,381,061	3,193,530	3,509,537	-32.2	-25.4
Eating and Drinking Places	11,796,022	15,050,583	17,700,234	-33.4	-21.6
Drug Stores	524,733	728,229	898,780	-41.6	-27.9
Liquor Stores	788,409	1,032,781	1,073,865	-26.6	-23.7
Miscellaneous Nondurables	2,204,783	2,795,688	3,399,934	-35.2	-21.1
Gasoline	6,186,778	7,417,578	7,792,383	-20.6	-16.6
<b>Total Retail Trade</b>	<b>62,264,331</b>	<b>75,997,282</b>	<b>85,367,266</b>	-27.1	-18.1
<b>ENID MICROSA</b>					
<b>Durable Goods</b>	<b>13,623,481</b>	<b>13,738,577</b>	<b>14,408,478</b>	-5.4	-0.8
Lumber, Building Materials and Hardware	4,161,984	4,371,033	6,008,607	-30.7	-4.8
Auto Accessories and Repair	3,654,701	3,649,527	3,397,055	7.6	0.1
Furniture	824,560	852,046	1,096,246	-24.8	-3.2
Computer, Electronics and Music Stores	1,688,221	1,721,777	2,020,829	-16.5	-1.9
Miscellaneous Durables	2,974,269	2,825,304	1,533,298	94.0	5.3
Used Merchandise	319,745	318,889	352,443	-9.3	0.3
<b>Nondurable Goods</b>	<b>40,670,442</b>	<b>42,010,869</b>	<b>43,659,442</b>	-6.8	-3.2
General Merchandise	14,803,412	14,771,578	14,575,721	1.6	0.2
Food Stores	6,290,632	6,337,217	6,458,075	-2.6	-0.7
Apparel	2,286,804	2,272,605	2,080,736	9.9	0.6
Eating and Drinking Places	8,511,691	8,707,910	10,375,967	-18.0	-2.3
Drug Stores	1,066,037	1,061,434	1,129,901	-5.7	0.4
Liquor Stores	806,669	785,397	583,019	38.4	2.7
Miscellaneous Nondurables	1,893,712	1,911,271	2,143,946	-11.7	-0.9
Gasoline	5,011,486	6,163,457	6,312,077	-20.6	-18.7
<b>Total Retail Trade</b>	<b>54,293,922</b>	<b>55,749,447</b>	<b>58,067,920</b>	-6.5	-2.6

The May distribution of sales tax collections by the Oklahoma Tax Commission primarily represents local tax receipts from March business. The monies they reported this period represent sales from March 16th to March 31st and estimated sales from April 1st to April 15th.

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

**ADJUSTED RETAIL TRADE FOR SELECTED CITIES**

	April 2017	March 2017	April 2016	Percentage Change	
				Apr '17 Apr '16	Apr '17 Mar '17
Ada	27,741,278	27,665,902	28,031,352	-1.0	0.3
Altus	18,177,092	18,158,493	18,025,953	0.8	0.1
Alva	7,003,183	6,951,248	6,789,288	3.2	0.7
Anadarko	5,038,339	5,066,662	5,454,282	-7.6	-0.6
Ardmore	39,600,399	39,332,253	37,271,223	6.2	0.7
Bartlesville	38,571,487	38,456,061	38,718,242	-0.4	0.3
Blackwell	5,523,900	5,509,564	5,585,471	-1.1	0.3
Broken Arrow	83,239,518	82,906,917	80,357,278	3.6	0.4
Chickasha	17,643,815	17,714,451	18,081,400	-2.4	-0.4
Clinton	7,377,719	7,512,269	8,686,543	-15.1	-1.8
Cushing	9,153,383	9,211,081	9,561,990	-4.3	-0.6
Del City	18,519,893	18,595,644	18,677,587	-0.8	-0.4
Duncan	22,445,516	22,613,171	23,225,398	-3.4	-0.7
Durant	25,226,950	25,161,839	24,012,063	5.1	0.3
Edmond	109,093,024	109,460,852	106,758,013	2.2	-0.3
El Reno	13,865,227	13,757,891	13,644,667	1.6	0.8
Elk City	19,357,092	19,141,705	18,118,735	6.8	1.1
Enid	53,598,289	53,536,024	52,439,461	2.2	0.1
Guthrie	12,141,786	11,992,349	11,305,593	7.4	1.2
Guymon	13,207,996	13,140,755	12,830,335	2.9	0.5
Henryetta	5,587,246	5,607,129	5,677,074	-1.6	-0.4
Hobart	2,597,301	2,575,707	2,376,050	9.3	0.8
Holdenville	3,946,632	3,928,755	3,938,002	0.2	0.5
Hugo	7,223,111	7,182,206	7,050,273	2.5	0.6
Idabel	8,458,468	8,430,092	8,164,453	3.6	0.3
Lawton	74,644,542	74,486,530	73,968,630	0.9	0.2
McAlester	28,385,567	28,481,443	29,039,950	-2.3	-0.3
Miami	12,609,871	12,629,811	12,960,246	-2.7	-0.2
Midwest City	56,965,457	57,077,344	59,816,431	-4.8	-0.2
Moore	61,414,974	61,151,257	58,009,523	5.9	0.4
Muskogee	45,163,890	44,990,758	44,079,396	2.5	0.4
Norman	126,235,364	125,958,129	124,356,588	1.5	0.2
Oklahoma City	601,287,580	600,437,797	617,158,010	-2.6	0.1
Okmulgee	11,708,749	11,646,955	11,411,554	2.6	0.5
Pauls Valley	10,686,700	10,662,467	10,602,385	0.8	0.2
Pawhuska	4,140,131	3,959,186	2,479,483	67.0	4.6
Ponca City	26,162,670	26,107,330	26,616,328	-1.7	0.2
Poteau	13,214,904	13,180,512	13,200,376	0.1	0.3
Sand Springs	23,343,113	23,251,033	22,974,248	1.6	0.4
Sapulpa	17,008,813	17,154,389	18,689,542	-9.0	-0.8
Seminole	9,959,574	9,833,053	9,048,944	10.1	1.3
Shawnee	43,470,930	43,274,396	41,901,347	3.7	0.5
Stillwater	57,064,109	56,999,688	59,892,888	-4.7	0.1
Tahlequah	24,935,053	24,831,939	23,807,616	4.7	0.4
Tulsa	491,499,179	491,276,605	502,302,745	-2.2	0.0
Watonga	2,599,607	2,594,864	2,327,667	11.7	0.2
Weatherford	15,966,176	15,862,912	14,714,895	8.5	0.7
Wewoka	1,280,749	1,287,073	1,332,888	-3.9	-0.5
Woodward	19,950,198	19,987,427	19,813,617	0.7	-0.2
Total Selected Cities	2,354,036,546	2,350,731,919	2,365,286,024	-0.48	0.14

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