

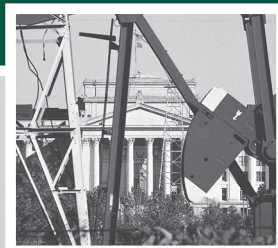
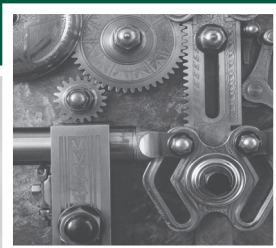


Center for Economic & Management Research



OKLAHOMA BUSINESS BULLETIN

Monthly Digest



**August
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Adjusted
Retail Sales**

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OVERVIEW

Created by the Oklahoma Territorial Legislature in 1890, the University of Oklahoma is a doctoral degree granting research university serving the educational, cultural, economic and health-care needs of the state, region and nation. The Norman campus serves as home to all of the university's academic programs except health-related fields. Both the Norman and Health Sciences Center colleges offer programs at the Schusterman Center, the site of OU-Tulsa. The OU Health Sciences Center, which is located in Oklahoma City, is one of only four comprehensive academic health centers in the nation with seven professional colleges. OU enrolls more than 30,000 students, has more than 2,400 full-time faculty members, and has 21 colleges offering 163 majors at the baccalaureate level, 166 majors at the master's level, 81 majors at the doctoral level, 27 majors at the doctoral professional level, and 26 graduate certificates. The university's annual operating budget is \$1.5 billion. The University of Oklahoma is an equal opportunity institution.

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

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ADJUSTED RETAIL TRADE FOR METRO AREAS AND STATE

	August 2018	July 2018	August 2017	Percentage Change	
				Aug '18 Aug '17	Aug '18 July '18
OKLAHOMA					
Durable Goods	866,565,073	862,680,536	830,077,683	4.4	0.5
Lumber, Building Materials and Hardware	307,118,206	306,666,632	298,172,568	3.0	0.1
Auto Accessories and Repair	200,660,739	198,717,707	184,668,071	8.7	1.0
Furniture	80,328,646	80,540,742	80,874,212	-0.7	-0.3
Computer, Electronics and Music Stores	124,429,518	123,485,284	115,665,199	7.6	0.8
Miscellaneous Durables	137,703,254	136,992,597	134,437,653	2.4	0.5
Used Merchandise	16,324,710	16,277,575	16,259,979	0.4	0.3
Nondurable Goods	2,554,775,596	2,492,698,287	2,421,883,454	5.5	2.5
General Merchandise	825,596,846	822,533,841	792,205,585	4.2	0.4
Food Stores	311,253,732	311,632,331	306,201,142	1.7	-0.1
Apparel	127,461,606	127,561,629	125,113,614	1.9	-0.1
Eating and Drinking Places	668,681,824	666,223,013	646,048,644	3.5	0.4
Drug Stores	42,292,247	42,534,181	45,798,194	-7.7	-0.6
Liquor Stores	50,174,369	49,636,640	48,697,118	3.0	1.1
Miscellaneous Nondurables	139,322,767	139,033,302	138,614,874	0.5	0.2
Gasoline	389,992,205	333,543,351	319,204,283	22.2	16.9
Total Retail Trade	3,421,340,669	3,355,378,824	3,251,961,137	5.2	2.0
OKLAHOMA CITY MSA					
Durable Goods	317,949,678	317,994,520	318,000,718	0.0	0.0
Lumber, Building Materials and Hardware	110,288,821	110,640,668	111,416,545	-1.0	-0.3
Auto Accessories and Repair	64,945,296	64,923,134	65,564,510	-0.9	0.0
Furniture	31,649,514	31,741,579	33,158,728	-4.6	-0.3
Computer, Electronics and Music Stores	45,900,730	45,468,044	41,961,903	9.4	1.0
Miscellaneous Durables	58,429,925	58,504,104	59,301,559	-1.5	-0.1
Used Merchandise	6,735,393	6,716,992	6,597,472	2.1	0.3
Nondurable Goods	845,263,156	871,837,803	868,794,935	-2.7	-3.0
General Merchandise	271,879,114	271,874,451	269,833,862	0.8	0.0
Food Stores	95,502,116	95,295,320	94,490,055	1.1	0.2
Apparel	56,104,287	56,260,056	57,315,376	-2.1	-0.3
Eating and Drinking Places	267,901,326	267,352,206	265,122,877	1.0	0.2
Drug Stores	16,731,256	16,718,264	16,638,368	0.6	0.1
Liquor Stores	17,594,301	17,732,018	19,083,097	-7.8	-0.8
Miscellaneous Nondurables	49,225,966	49,460,960	51,222,389	-3.9	-0.5
Gasoline	70,324,790	97,144,528	95,088,911	-26.0	-27.6
Total Retail Trade	1,163,212,834	1,189,832,324	1,186,795,653	-2.0	-2.2
TULSA MSA					
Durable Goods	206,842,344	206,630,055	207,327,105	-0.2	0.1
Lumber, Building Materials and Hardware	69,177,242	69,459,465	71,948,738	-3.9	-0.4
Auto Accessories and Repair	31,018,491	30,786,712	30,104,622	3.0	0.8
Furniture	23,146,482	23,220,543	23,176,326	-0.1	-0.3
Computer, Electronics and Music Stores	37,750,667	37,464,814	35,603,614	6.0	0.8
Miscellaneous Durables	40,899,983	40,853,193	41,604,572	-1.7	0.1
Used Merchandise	4,849,478	4,845,327	4,889,233	-0.8	0.1
Nondurable Goods	666,164,874	649,730,643	630,919,495	5.6	2.5
General Merchandise	200,187,558	199,501,085	193,734,486	3.3	0.3
Food Stores	92,104,662	91,902,000	88,544,735	4.0	0.2
Apparel	36,314,196	36,180,532	34,992,893	3.8	0.4
Eating and Drinking Places	174,945,357	174,299,265	167,537,894	4.4	0.4
Drug Stores	13,044,929	13,317,018	16,226,030	-19.6	-2.0
Liquor Stores	14,627,785	14,602,821	14,483,844	1.0	0.2
Miscellaneous Nondurables	31,483,583	31,445,823	30,721,370	2.5	0.1
Gasoline	103,456,803	88,482,098	84,678,243	22.2	16.9
Total Retail Trade	873,007,217	856,360,698	838,246,600	4.1	1.9

ADJUSTED RETAIL TRADE FOR METRO AREAS AND STATE

	August 2018	July 2018	August 2017	Percentage Change	
				Aug '18 Aug '17	Aug '18 July '18
LAWTON MSA					
Durable Goods	18,195,723	18,221,791	17,568,117	3.6	-0.1
Lumber, Building Materials and Hardware	6,519,489	6,669,161	6,611,042	-1.4	-2.2
Auto Accessories and Repair	3,320,879	3,484,473	3,003,551	10.6	-4.7
Furniture	1,646,964	1,642,357	1,894,405	-13.1	0.3
Computer, Electronics and Music Stores	2,965,235	2,821,181	2,507,325	18.3	5.1
Miscellaneous Durables	3,383,542	3,252,228	3,231,567	4.7	4.0
Used Merchandise	359,614	352,390	320,228	12.3	2.1
Nondurable Goods	66,637,885	66,959,024	63,527,773	4.9	-0.5
General Merchandise	27,893,735	27,515,487	26,656,792	4.6	1.4
Food Stores	4,686,191	4,636,428	5,250,130	-10.7	1.1
Apparel	3,635,274	3,621,650	3,691,788	-1.5	0.4
Eating and Drinking Places	17,246,750	17,279,261	17,041,132	1.2	-0.2
Drug Stores	782,571	783,105	768,658	1.8	-0.1
Liquor Stores	1,331,588	1,304,067	1,229,042	8.3	2.1
Miscellaneous Nondurables	3,143,524	3,148,534	3,094,758	1.6	-0.2
Gasoline	7,918,251	8,670,491	5,795,472	36.6	-8.7
Total Retail Trade	84,833,608	85,180,814	81,095,890	4.6	-0.4
ENID MICROSA					
Durable Goods	14,033,131	14,379,219	14,267,229	-1.6	-2.4
Lumber, Building Materials and Hardware	5,101,455	5,185,986	5,067,759	0.7	-1.6
Auto Accessories and Repair	3,711,867	3,829,412	3,774,998	-1.7	-3.1
Furniture	907,949	881,691	906,340	0.2	3.0
Computer, Electronics and Music Stores	1,759,467	1,783,775	1,709,584	2.9	-1.4
Miscellaneous Durables	2,226,985	2,369,886	2,476,961	-10.1	-6.0
Used Merchandise	325,409	328,469	331,587	-1.9	-0.9
Nondurable Goods	44,096,646	44,570,258	41,451,886	6.4	-1.1
General Merchandise	14,835,799	14,599,729	14,243,122	4.2	1.6
Food Stores	6,738,940	6,678,321	6,693,668	0.7	0.9
Apparel	2,383,233	2,360,773	2,252,878	5.8	1.0
Eating and Drinking Places	9,965,425	10,067,526	9,776,098	1.9	-1.0
Drug Stores	926,672	956,711	985,221	-5.9	-3.1
Liquor Stores	714,087	748,797	732,878	-2.6	-4.6
Miscellaneous Nondurables	2,096,404	2,110,881	2,057,365	1.9	-0.7
Gasoline	6,436,087	7,047,520	4,710,657	36.6	-8.7
Total Retail Trade	58,129,777	58,949,477	55,719,115	4.3	-1.4

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

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

ADJUSTED RETAIL TRADE FOR SELECTED CITIES

	Aug 2018	July 2018	Aug 2017	Percentage Change	
				Aug '18 Aug '17	Aug '18 July '18
Ada	28,461,314	28,446,927	27,876,486	2.1	0.1
Altus	18,786,854	18,733,732	18,099,938	3.8	0.3
Alva	6,665,308	6,655,769	6,571,727	1.4	0.1
Anadarko	5,520,635	5,518,804	5,303,930	4.1	0.0
Ardmore	41,836,544	41,480,113	37,757,221	10.8	0.9
Bartlesville	39,624,815	39,515,668	38,132,274	3.9	0.3
Blackwell	5,764,396	5,765,595	5,571,830	3.5	0.0
Broken Arrow	89,155,266	88,880,221	84,549,202	5.4	0.3
Chickasha	20,965,699	20,803,112	19,134,283	9.6	0.8
Clinton	8,891,119	8,874,339	8,592,103	3.5	0.2
Cushing	9,669,790	9,669,043	9,588,604	0.8	0.0
Del City	19,455,948	19,420,924	18,941,936	2.7	0.2
Duncan	24,493,966	24,380,697	22,788,129	7.5	0.5
Durant	26,634,204	26,553,167	25,421,327	4.8	0.3
Edmond	116,947,271	116,558,593	111,698,979	4.7	0.3
El Reno	16,544,892	16,393,433	14,480,080	14.3	0.9
Elk City	21,150,641	21,047,617	19,734,078	7.2	0.5
Enid	54,813,222	54,614,488	52,809,765	3.8	0.4
Guthrie	13,313,689	13,235,804	12,447,198	7.0	0.6
Guymon	13,646,373	13,605,968	12,986,094	5.1	0.3
Henryetta	6,168,646	6,141,194	5,662,905	8.9	0.4
Hobart	2,469,198	2,477,044	2,483,086	-0.6	-0.3
Holdenville	4,264,697	4,241,240	4,017,271	6.2	0.6
Hugo	7,165,892	7,162,429	6,961,615	2.9	0.0
Idabel	8,422,614	8,409,014	8,613,031	-2.2	0.2
Lawton	72,787,437	72,649,852	70,577,659	3.1	0.2
McAlester	29,674,963	29,638,044	28,973,281	2.4	0.1
Miami	13,138,800	13,116,058	12,789,339	2.7	0.2
Midwest City	58,912,558	58,759,429	57,707,313	2.1	0.3
Moore	63,147,787	62,886,867	60,204,680	4.9	0.4
Muskogee	43,086,594	43,161,777	43,354,772	-0.6	-0.2
Norman	130,752,213	130,151,609	122,743,192	6.5	0.5
Oklahoma City	628,533,573	626,683,800	604,788,029	3.9	0.3
Okmulgee	12,109,744	12,080,840	11,652,488	3.9	0.2
Pauls Valley	11,518,697	11,489,170	10,754,387	7.1	0.3
Pawhuska	3,824,292	3,851,376	4,206,995	-9.1	-0.7
Ponca City	26,449,715	26,506,870	26,890,319	-1.6	-0.2
Poteau	13,459,605	13,449,305	13,159,547	2.3	0.1
Sand Springs	24,673,692	24,508,076	23,505,076	5.0	0.7
Sapulpa	17,892,195	17,781,341	16,472,767	8.6	0.6
Seminole	10,123,324	10,094,766	9,608,681	5.4	0.3
Shawnee	43,470,843	43,390,435	42,324,737	2.7	0.2
Stillwater	61,070,496	60,755,328	57,259,665	6.7	0.5
Tahlequah	25,529,931	25,426,000	23,670,515	7.9	0.4
Tulsa	513,444,639	512,878,371	502,569,595	2.2	0.1
Watonga	3,138,930	3,120,051	2,982,394	5.2	0.6
Weatherford	17,908,228	17,798,210	16,489,526	8.6	0.6
Wewoka	1,615,974	1,617,688	1,501,023	7.7	-0.1
Woodward	21,709,676	21,672,789	20,627,847	5.2	0.2
Total Selected Cities	2,458,806,898	2,452,052,989	2,365,036,921	3.96	0.28

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