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Center for Economic &
Management Research



OKLAHOMA BUSINESS BULLETIN



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

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ADJUSTED RETAIL TRADE FOR METRO AREAS AND STATE

	Aug 2019	Jul 2019	Aug 2018	Percentage Change	
				Aug '19 Aug '18	Aug '19 Jul '19
OKLAHOMA					
Durable Goods	842,973,002	842,921,629	859,044,796	-1.9	0.0
Lumber, Building Materials and Hardware	322,523,955	319,328,245	307,585,188	4.9	1.0
Auto Accessories and Repair	189,356,610	190,323,554	194,669,810	-2.7	-0.5
Furniture	80,138,707	80,105,291	81,465,227	-1.6	0.0
Computer, Electronics and Music Stores	93,451,897	96,904,240	123,257,578	-24.2	-3.6
Miscellaneous Durables	140,526,606	139,438,210	135,639,995	3.6	0.8
Used Merchandise	16,975,226	16,822,090	16,426,998	3.3	0.9
Nondurable Goods	2,616,332,734	2,721,148,250	2,560,401,066	2.2	-3.9
General Merchandise	875,336,060	868,609,099	815,188,518	7.4	0.8
Food Stores	325,003,740	325,194,480	316,355,915	2.7	-0.1
Apparel	124,679,393	124,990,394	127,927,068	-2.5	-0.2
Eating and Drinking Places	692,854,660	689,954,865	670,256,718	3.4	0.4
Drug Stores	45,762,261	45,336,524	42,870,899	6.7	0.9
Liquor Stores	37,941,049	38,068,783	50,641,587	-25.1	-0.3
Miscellaneous Nondurables	154,286,977	153,077,862	141,305,644	9.2	0.8
Gasoline	360,468,593	475,916,243	395,854,717	-8.9	-24.3
Total Retail Trade	3,459,305,737	3,564,069,879	3,419,445,862	1.2	-2.9
OKLAHOMA CITY MSA					
Durable Goods	329,360,526	328,805,248	329,394,637	0.0	0.2
Lumber, Building Materials and Hardware	123,997,318	123,150,697	117,883,100	5.2	0.7
Auto Accessories and Repair	70,390,481	70,024,214	66,651,741	5.6	0.5
Furniture	31,736,349	31,829,939	33,798,984	-6.1	-0.3
Computer, Electronics and Music Stores	35,901,979	36,623,528	43,196,719	-16.9	-2.0
Miscellaneous Durables	60,181,230	60,072,003	61,080,862	-1.5	0.2
Used Merchandise	7,153,170	7,104,867	6,783,231	5.5	0.7
Nondurable Goods	887,553,617	913,402,844	905,665,514	-2.0	-2.8
General Merchandise	286,077,621	285,320,570	280,339,883	2.0	0.3
Food Stores	103,447,445	102,675,277	98,010,211	5.5	0.8
Apparel	58,763,579	58,521,220	57,631,052	2.0	0.4
Eating and Drinking Places	283,342,481	281,984,801	275,061,970	3.0	0.5
Drug Stores	16,265,314	16,317,805	16,691,101	-2.6	-0.3
Liquor Stores	14,002,298	14,546,586	19,440,597	-28.0	-3.7
Miscellaneous Nondurables	53,260,522	52,932,881	50,490,128	5.5	0.6
Gasoline	72,394,356	101,103,703	108,000,570	-33.0	-28.4
Total Retail Trade	1,216,914,143	1,242,208,093	1,235,060,151	-1.5	-2.0
TULSA MSA					
Durable Goods	206,007,941	205,904,603	207,996,144	-1.0	0.1
Lumber, Building Materials and Hardware	72,983,246	72,624,370	71,398,244	2.2	0.5
Auto Accessories and Repair	32,202,664	32,043,288	30,371,155	6.0	0.5
Furniture	21,970,803	22,053,598	23,202,333	-5.3	-0.4
Computer, Electronics and Music Stores	32,658,505	33,074,408	37,431,953	-12.8	-1.3
Miscellaneous Durables	41,105,878	41,056,118	40,831,202	0.7	0.1
Used Merchandise	5,086,844	5,052,820	4,761,256	6.8	0.7
Nondurable Goods	678,065,039	706,679,113	666,435,587	1.7	-4.0
General Merchandise	211,662,257	210,344,367	197,525,923	7.2	0.6
Food Stores	97,185,262	96,867,936	93,274,160	4.2	0.3
Apparel	34,326,949	34,455,803	35,946,801	-4.5	-0.4
Eating and Drinking Places	179,173,636	178,749,710	174,306,920	2.8	0.2
Drug Stores	14,815,531	14,708,406	13,811,492	7.3	0.7
Liquor Stores	10,301,872	10,646,069	14,826,402	-30.5	-3.2
Miscellaneous Nondurables	34,974,728	34,656,162	31,731,885	10.2	0.9
Gasoline	95,624,804	126,250,659	105,012,005	-8.9	-24.3
Total Retail Trade	884,072,980	912,583,716	874,431,731	1.1	-3.1

ADJUSTED RETAIL TRADE FOR METRO AREAS AND STATE

	Aug 2019	Jul 2019	Aug 2018	Percentage Change	
				Aug '19 Aug '18	Aug '19 Jul '19
LAWTON MSA					
Durable Goods	18,492,430	18,454,697	17,873,256	3.5	0.2
Lumber, Building Materials and Hardware	7,226,244	7,162,692	6,611,359	9.3	0.9
Auto Accessories and Repair	3,639,173	3,643,454	3,558,090	2.3	-0.1
Furniture	1,627,223	1,636,022	1,649,237	-1.3	-0.5
Computer, Electronics and Music Stores	2,145,265	2,201,691	2,664,815	-19.5	-2.6
Miscellaneous Durables	3,459,807	3,419,176	3,012,249	14.9	1.2
Used Merchandise	394,717	391,662	377,506	4.6	0.8
Nondurable Goods	68,382,833	70,446,345	66,316,487	3.1	-2.9
General Merchandise	28,632,840	28,522,216	27,555,072	3.9	0.4
Food Stores	4,891,771	4,866,366	4,618,677	5.9	0.5
Apparel	3,533,476	3,538,087	3,542,116	-0.2	-0.1
Eating and Drinking Places	18,283,716	18,206,352	17,446,434	4.8	0.4
Drug Stores	809,665	803,796	767,208	5.5	0.7
Liquor Stores	1,059,755	1,067,639	1,229,986	-13.8	-0.7
Miscellaneous Nondurables	3,852,795	3,779,069	3,119,712	23.5	2.0
Gasoline	7,318,815	9,662,820	8,037,282	-8.9	-24.3
Total Retail Trade	86,875,263	88,901,041	84,189,743	3.2	-2.3
ENID MICROSA					
Durable Goods	13,917,573	13,914,676	14,074,121	-1.1	0.0
Lumber, Building Materials and Hardware	5,342,534	5,311,015	5,181,784	3.1	0.6
Auto Accessories and Repair	3,960,325	3,935,128	3,602,361	9.9	0.6
Furniture	940,525	934,238	866,381	8.6	0.7
Computer, Electronics and Music Stores	1,175,980	1,240,997	1,803,701	-34.8	-5.2
Miscellaneous Durables	2,181,168	2,176,501	2,299,807	-5.2	0.2
Used Merchandise	317,041	316,797	320,087	-1.0	0.1
Nondurable Goods	44,780,632	46,592,553	44,224,698	1.3	-3.9
General Merchandise	15,124,612	15,074,655	14,691,050	3.0	0.3
Food Stores	6,871,787	6,865,198	6,788,061	1.2	0.1
Apparel	2,083,638	2,114,461	2,361,747	-11.8	-1.5
Eating and Drinking Places	10,554,712	10,519,718	9,963,260	5.9	0.3
Drug Stores	931,156	936,418	989,347	-5.9	-0.6
Liquor Stores	590,959	600,920	726,293	-18.6	-1.7
Miscellaneous Nondurables	2,674,911	2,627,081	2,172,102	23.1	1.8
Gasoline	5,948,856	7,854,102	6,532,837	-8.9	-24.3
Total Retail Trade	58,698,205	60,507,229	58,298,819	0.7	-3.0

The Sept distribution of sales tax collections by the Oklahoma Tax Commission primarily represents local tax receipts from Jul business. The monies they reported this period represent sales from Jul 16th to Jul 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 2019	Jul 2019	Aug 2018	Percentage Change	
				Aug '19 Aug '18	Aug '19 Jul '19
Ada	28,763,845	28,867,193	29,234,826	-1.6	-0.4
Altus	18,609,382	18,626,594	18,661,055	-0.3	-0.1
Alva	6,817,164	6,839,726	6,823,291	-0.1	-0.3
Anadarko	5,393,669	5,411,897	5,506,219	-2.0	-0.3
Ardmore	41,684,489	41,558,309	40,703,530	2.4	0.3
Bartlesville	40,090,428	40,014,567	39,548,491	1.4	0.2
Blackwell	5,590,018	5,578,269	5,412,653	3.3	0.2
Broken Arrow	90,175,799	90,205,011	89,877,011	0.3	0.0
Chickasha	21,668,558	21,607,151	20,703,511	4.7	0.3
Clinton	8,154,937	8,216,816	8,521,865	-4.3	-0.8
Cushing	10,148,255	10,118,548	9,727,111	4.3	0.3
Del City	20,162,659	20,082,120	19,228,476	4.9	0.4
Duncan	24,014,148	24,012,712	23,810,488	0.9	0.0
Durant	26,991,485	26,870,091	26,073,831	3.5	0.5
Edmond	124,167,702	123,349,172	116,478,875	6.6	0.7
El Reno	17,417,902	17,313,341	16,212,828	7.4	0.6
Elk City	19,491,232	19,590,037	20,598,576	-5.4	-0.5
Enid	55,371,746	55,240,650	54,133,121	2.3	0.2
Guthrie	12,161,818	12,169,445	12,692,402	-4.2	-0.1
Guymon	14,138,777	14,086,247	13,521,405	4.6	0.4
Henryetta	6,151,495	6,168,504	6,110,656	0.7	-0.3
Hobart	2,487,346	2,495,450	2,509,036	-0.9	-0.3
Holdenville	4,166,998	4,166,731	4,179,271	-0.3	0.0
Hugo	7,048,203	7,073,605	7,293,792	-3.4	-0.4
Idabel	8,433,608	8,423,520	8,334,602	1.2	0.1
Lawton	73,906,117	73,692,166	71,348,792	3.6	0.3
McAlester	31,308,463	31,240,308	30,160,225	3.8	0.2
Miami	12,710,998	12,758,085	12,912,028	-1.6	-0.4
Midwest City	58,787,352	58,929,472	60,165,219	-2.3	-0.2
Moore	64,411,904	64,275,497	62,600,126	2.9	0.2
Muskogee	44,174,104	44,213,633	44,414,072	-0.5	-0.1
Norman	131,763,478	131,342,862	127,519,506	3.3	0.3
Oklahoma City	636,703,091	635,944,839	627,697,985	1.4	0.1
Okmulgee	11,422,651	11,465,392	12,143,730	-5.9	-0.4
Pauls Valley	11,325,774	11,304,251	11,145,076	1.6	0.2
Pawhuska	3,826,774	3,831,264	4,120,218	-7.1	-0.1
Ponca City	26,610,925	26,543,775	26,333,287	1.1	0.3
Poteau	13,701,946	13,673,103	13,294,643	3.1	0.2
Sand Springs	26,050,348	25,946,613	25,615,421	1.7	0.4
Sapulpa	18,592,617	18,505,272	17,619,083	5.5	0.5
Seminole	9,829,082	9,841,336	9,997,480	-1.7	-0.1
Shawnee	46,295,628	45,985,595	43,128,208	7.3	0.7
Stillwater	60,641,170	60,446,774	59,456,304	2.0	0.3
Tahlequah	26,215,932	26,117,044	24,992,523	4.9	0.4
Tulsa	521,147,085	520,327,214	511,924,149	1.8	0.2
Watonga	2,943,613	2,958,930	3,045,883	-3.4	-0.5
Weatherford	17,888,485	17,869,423	17,304,403	3.4	0.1
Wewoka	1,454,111	1,470,522	1,691,457	-14.0	-1.1
Woodward	21,153,387	21,196,984	21,411,069	-1.2	-0.2
Total Selected Cities	2,492,166,699	2,487,966,061	2,445,937,808	1.89	0.17

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