

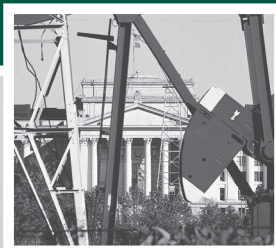
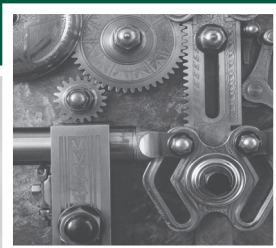


Center for Economic & Management Research



# OKLAHOMA BUSINESS BULLETIN

Monthly Digest



**December  
2017  
Adjusted  
Retail Sales**

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**Publications Staff**

*Director* Robert C. Dauffenbach

*Information Specialist* Michael G. Reim

*Publications Specialist* Jessica Mason

Address all correspondence to:

*Oklahoma Business Bulletin*

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

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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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State, national economies finish 2017 strong

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## ADJUSTED RETAIL TRADE FOR METRO AREAS AND STATE

	December 2017	November 2017	December 2016	Percentage Change	
				Dec '17 Dec '16	Dec '17 Nov '17
<b>OKLAHOMA</b>					
<b>Durable Goods</b>	<b>826,958,171</b>	<b>829,328,292</b>	<b>843,156,611</b>	-1.9	-0.3
Lumber, Building Materials and Hardware	286,051,929	289,720,695	300,556,647	-4.8	-1.3
Auto Accessories and Repair	189,215,013	188,383,535	174,711,670	8.3	0.4
Furniture	81,672,801	81,624,637	83,444,860	-2.1	0.1
Computer, Electronics and Music Stores	119,838,224	118,798,546	124,088,823	-3.4	0.9
Miscellaneous Durables	133,701,405	134,330,319	144,997,393	-7.8	-0.5
Used Merchandise	16,478,799	16,470,560	15,357,217	7.3	0.1
<b>Nondurable Goods</b>	<b>2,483,440,669</b>	<b>2,532,542,169</b>	<b>2,386,830,557</b>	4.0	-1.9
General Merchandise	808,846,469	807,823,242	782,541,777	3.4	0.1
Food Stores	309,296,703	308,621,676	301,512,411	2.6	0.2
Apparel	129,124,712	128,270,881	125,304,656	3.0	0.7
Eating and Drinking Places	660,478,838	657,884,264	619,333,743	6.6	0.4
Drug Stores	45,560,567	45,524,601	49,340,744	-7.7	0.1
Liquor Stores	49,684,170	49,252,235	41,980,833	18.3	0.9
Miscellaneous Nondurables	137,994,595	138,361,403	130,682,062	5.6	-0.3
Gasoline	342,454,615	396,803,867	336,134,330	1.9	-13.7
<b>Total Retail Trade</b>	<b>3,310,398,839</b>	<b>3,361,870,461</b>	<b>3,229,987,168</b>	2.5	-1.5
<b>OKLAHOMA CITY MSA</b>					
<b>Durable Goods</b>	<b>317,901,371</b>	<b>318,109,667</b>	<b>313,810,977</b>	1.3	-0.1
Lumber, Building Materials and Hardware	106,644,629	107,847,622	113,631,825	-6.1	-1.1
Auto Accessories and Repair	65,756,630	65,644,164	63,562,982	3.5	0.2
Furniture	33,373,492	33,296,466	32,852,726	1.6	0.2
Computer, Electronics and Music Stores	44,339,971	43,932,607	39,609,062	11.9	0.9
Miscellaneous Durables	60,992,954	60,646,276	57,990,089	5.2	0.6
Used Merchandise	6,793,696	6,742,532	6,164,293	10.2	0.8
<b>Nondurable Goods</b>	<b>870,386,771</b>	<b>891,952,646</b>	<b>830,249,554</b>	4.8	-2.4
General Merchandise	270,449,188	270,988,708	291,924,320	-7.4	-0.2
Food Stores	96,370,808	95,492,528	82,849,645	16.3	0.9
Apparel	54,960,662	55,382,625	65,125,012	-15.6	-0.8
Eating and Drinking Places	287,781,234	283,079,301	219,170,305	31.3	1.7
Drug Stores	16,186,936	16,351,539	19,044,280	-15.0	-1.0
Liquor Stores	18,257,696	18,134,045	17,913,358	1.9	0.7
Miscellaneous Nondurables	57,192,623	56,198,317	48,112,655	18.9	1.8
Gasoline	69,187,624	96,325,582	86,109,980	-19.7	-28.2
<b>Total Retail Trade</b>	<b>1,188,288,142</b>	<b>1,210,062,313</b>	<b>1,144,060,531</b>	3.9	-1.8
<b>TULSA MSA</b>					
<b>Durable Goods</b>	<b>211,430,047</b>	<b>210,268,578</b>	<b>197,067,806</b>	7.3	0.6
Lumber, Building Materials and Hardware	71,380,411	71,340,747	70,409,305	1.4	0.1
Auto Accessories and Repair	29,984,045	29,924,547	28,408,163	5.5	0.2
Furniture	24,129,308	23,956,449	22,032,109	9.5	0.7
Computer, Electronics and Music Stores	37,984,353	37,411,720	32,375,383	17.3	1.5
Miscellaneous Durables	42,888,316	42,610,495	39,206,481	9.4	0.7
Used Merchandise	5,063,614	5,024,619	4,636,365	9.2	0.8
<b>Nondurable Goods</b>	<b>669,807,915</b>	<b>665,983,062</b>	<b>599,252,954</b>	11.8	0.6
General Merchandise	186,465,952	187,015,247	203,179,283	-8.2	-0.3
Food Stores	98,175,098	97,162,317	79,908,310	22.9	1.0
Apparel	31,677,519	31,922,225	37,307,016	-15.1	-0.8
Eating and Drinking Places	195,041,093	191,892,000	141,674,108	37.7	1.6
Drug Stores	14,313,292	14,563,903	17,768,047	-19.4	-1.7
Liquor Stores	15,293,394	15,071,206	13,359,961	14.5	1.5
Miscellaneous Nondurables	33,321,706	32,907,293	28,049,762	18.8	1.3
Gasoline	95,519,862	95,448,872	78,006,467	22.5	0.1
<b>Total Retail Trade</b>	<b>881,237,962</b>	<b>876,251,640</b>	<b>796,320,760</b>	10.7	0.6

## ADJUSTED RETAIL TRADE FOR METRO AREAS AND STATE

	December 2017	November 2017	December 2016	Percentage Change	
				Dec '17 Dec '16	Dec '17 Nov '17
<b>LAWTON MSA</b>					
<b>Durable Goods</b>	<b>17,657,220</b>	<b>17,670,817</b>	<b>18,478,716</b>	-4.4	-0.1
Lumber, Building Materials and Hardware	6,632,773	6,657,919	7,176,450	-7.6	-0.4
Auto Accessories and Repair	3,042,081	3,039,493	3,035,634	0.2	0.1
Furniture	2,004,193	1,980,845	1,892,500	5.9	1.2
Computer, Electronics and Music Stores	2,486,918	2,498,347	2,772,913	-10.3	-0.5
Miscellaneous Durables	3,182,309	3,184,260	3,259,785	-2.4	-0.1
Used Merchandise	308,946	309,954	341,434	-9.5	-0.3
<b>Nondurable Goods</b>	<b>66,336,153</b>	<b>66,993,750</b>	<b>66,212,674</b>	0.2	-1.0
General Merchandise	24,452,798	24,760,888	30,197,913	-19.0	-1.2
Food Stores	5,955,960	5,883,581	5,043,611	18.1	1.2
Apparel	2,995,262	3,077,484	4,118,483	-27.3	-2.7
Eating and Drinking Places	20,644,034	20,224,960	15,202,226	35.8	2.1
Drug Stores	620,639	642,941	912,275	-32.0	-3.5
Liquor Stores	1,216,984	1,220,173	1,689,585	-28.0	-0.3
Miscellaneous Nondurables	3,199,834	3,199,579	3,127,330	2.3	0.0
Gasoline	7,250,641	7,984,144	5,921,249	22.5	-9.2
<b>Total Retail Trade</b>	<b>83,993,372</b>	<b>84,664,568</b>	<b>84,691,389</b>	-0.8	-0.8
<b>ENID MICROSA</b>					
<b>Durable Goods</b>	<b>14,238,860</b>	<b>14,245,906</b>	<b>14,015,911</b>	1.6	0.0
Lumber, Building Materials and Hardware	4,705,917	4,782,430	5,146,813	-8.6	-1.6
Auto Accessories and Repair	3,826,633	3,816,287	3,690,966	3.7	0.3
Furniture	918,234	919,819	922,274	-0.4	-0.2
Computer, Electronics and Music Stores	1,838,335	1,813,544	1,621,455	13.4	1.4
Miscellaneous Durables	2,604,010	2,570,561	2,334,361	11.6	1.3
Used Merchandise	345,731	343,266	300,042	15.2	0.7
<b>Nondurable Goods</b>	<b>43,806,835</b>	<b>43,773,028</b>	<b>40,372,526</b>	8.5	0.1
General Merchandise	13,185,698	13,338,990	15,216,289	-13.3	-1.1
Food Stores	7,127,408	7,059,684	6,050,186	17.8	1.0
Apparel	2,008,933	2,029,026	2,347,455	-14.4	-1.0
Eating and Drinking Places	11,734,550	11,503,502	8,280,885	41.7	2.0
Drug Stores	820,410	843,765	1,120,356	-26.8	-2.8
Liquor Stores	818,097	798,218	716,840	14.1	2.5
Miscellaneous Nondurables	2,268,953	2,251,596	1,868,993	21.4	0.8
Gasoline	5,842,786	5,948,248	4,771,522	22.5	-1.8
<b>Total Retail Trade</b>	<b>58,045,696</b>	<b>58,018,934</b>	<b>54,388,437</b>	6.7	0.0

The January distribution of sales tax collections by the Oklahoma Tax Commission primarily represents local tax receipts from November. The monies they reported this period represent sales from November 16th to November 30th and estimated sales from Dec 1st to Dec 1st.

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

**ADJUSTED RETAIL TRADE FOR SELECTED CITIES**

	December 2017	November 2017	December 2016	Percentage Change	
				Dec '17	Dec '17
				Dec '16	Nov '17
Ada	28,782,214	28,618,555	27,381,019	5.1	0.6
Altus	18,626,917	18,553,223	17,856,540	4.3	0.4
Alva	6,622,030	6,613,967	6,732,745	-1.6	0.1
Anadarko	5,407,762	5,401,800	5,353,091	1.0	0.1
Ardmore	38,631,028	38,542,318	37,413,563	3.3	0.2
Bartlesville	38,857,987	38,696,538	37,778,881	2.9	0.4
Blackwell	5,955,578	5,890,462	5,362,108	11.1	1.1
Broken Arrow	87,133,514	86,611,608	78,907,721	10.4	0.6
Chickasha	20,060,493	19,866,103	17,671,287	13.5	1.0
Clinton	8,877,624	8,814,593	7,895,584	12.4	0.7
Cushing	9,817,937	9,764,502	9,415,781	4.3	0.5
Del City	18,906,128	18,940,434	19,211,229	-1.6	-0.2
Duncan	23,431,519	23,380,940	23,089,179	1.5	0.2
Durant	26,075,797	25,984,321	24,815,859	5.1	0.4
Edmond	112,559,823	112,389,027	109,655,444	2.6	0.2
El Reno	15,299,546	15,137,486	13,144,346	16.4	1.1
Elk City	20,607,243	20,415,249	17,943,534	14.8	0.9
Enid	53,849,828	53,696,983	51,906,369	3.7	0.3
Guthrie	12,934,640	12,800,938	11,324,481	14.2	1.0
Guymon	13,275,161	13,225,315	12,817,702	3.6	0.4
Henryetta	5,846,841	5,816,200	5,598,110	4.4	0.5
Hobart	2,565,205	2,552,928	2,459,737	4.3	0.5
Holdenville	4,160,087	4,129,546	3,848,091	8.1	0.7
Hugo	7,152,013	7,119,949	7,074,549	1.1	0.5
Idabel	8,860,794	8,781,419	8,287,885	6.9	0.9
Lawton	70,764,849	70,807,572	72,890,402	-2.9	-0.1
McAlester	29,694,655	29,589,555	28,525,582	4.1	0.4
Miami	12,980,732	12,973,522	12,690,011	2.3	0.1
Midwest City	58,141,326	57,990,168	56,756,572	2.4	0.3
Moore	61,689,766	61,438,875	58,373,331	5.7	0.4
Muskogee	43,083,160	43,426,984	43,362,961	-0.6	-0.8
Norman	124,312,066	124,180,863	123,441,311	0.7	0.1
Oklahoma City	615,686,061	613,504,123	589,877,144	4.4	0.4
Okmulgee	11,795,492	11,768,382	11,486,290	2.7	0.2
Pauls Valley	11,216,911	11,144,321	10,438,506	7.5	0.7
Pawhuska	4,424,537	4,358,923	3,393,085	30.4	1.5
Ponca City	27,923,905	27,705,391	25,361,771	10.1	0.8
Poteau	13,454,474	13,407,112	12,984,971	3.6	0.4
Sand Springs	22,982,591	22,939,955	22,591,344	1.7	0.2
Sapulpa	16,846,443	16,814,819	17,538,797	-3.9	0.2
Seminole	9,773,869	9,741,979	9,347,513	4.6	0.3
Shawnee	42,958,911	42,949,252	41,752,890	2.9	0.0
Stillwater	58,975,008	58,702,511	56,525,643	4.3	0.5
Tahlequah	23,848,676	23,881,929	24,006,275	-0.7	-0.1
Tulsa	515,959,478	513,249,972	481,852,489	7.1	0.5
Watonga	3,183,811	3,130,399	2,559,770	24.4	1.7
Weatherford	17,265,206	17,093,310	15,070,494	14.6	1.0
Wewoka	1,653,843	1,618,826	1,348,673	22.6	2.2
Woodward	21,203,390	21,094,230	19,985,081	6.1	0.5
Total Selected Cities	2,414,116,871	2,405,257,378	2,305,105,738	4.73	0.37

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University of Oklahoma  
307 W. Brooks, Room 4  
Norman, OK. 73019-4002

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