

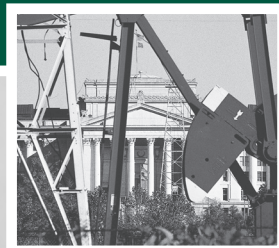
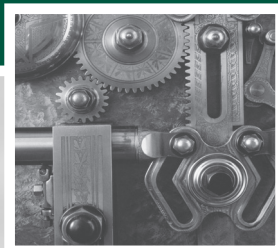


Center for Economic & Management Research



# OKLAHOMA BUSINESS BULLETIN

Monthly Digest



**July  
2018  
Adjusted  
Retail Sales**

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Monthly Digest*

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

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## ADJUSTED RETAIL TRADE FOR METRO AREAS AND STATE

	July 2018	June 2018	July 2017	Percentage Change	
				July '18 July '17	July '18 June '18
<b>OKLAHOMA</b>					
<b>Durable Goods</b>	<b>857,589,197</b>	<b>854,126,688</b>	<b>831,480,828</b>	3.1	0.4
Lumber, Building Materials and Hardware	304,348,570	304,225,659	298,174,868	2.1	0.0
Auto Accessories and Repair	196,865,610	195,007,333	185,182,725	6.3	1.0
Furniture	80,990,513	81,088,943	80,737,183	0.3	-0.1
Computer, Electronics and Music Stores	123,433,393	122,254,292	116,457,017	6.0	1.0
Miscellaneous Durables	135,828,283	135,420,892	134,797,846	0.8	0.3
Used Merchandise	16,122,828	16,129,570	16,131,189	-0.1	0.0
<b>Nondurable Goods</b>	<b>2,488,293,956</b>	<b>2,577,791,000</b>	<b>2,384,916,484</b>	4.3	-3.5
General Merchandise	824,480,581	821,390,333	792,258,564	4.1	0.4
Food Stores	310,437,951	311,189,608	304,284,838	2.0	-0.2
Apparel	127,456,416	127,452,722	125,603,514	1.5	0.0
Eating and Drinking Places	662,537,085	661,019,965	644,268,099	2.8	0.2
Drug Stores	42,453,589	42,744,645	46,079,977	-7.9	-0.7
Liquor Stores	49,151,985	48,847,481	48,070,598	2.2	0.6
Miscellaneous Nondurables	138,233,000	138,104,514	138,910,466	-0.5	0.1
Gasoline	333,543,351	427,041,732	285,440,428	16.9	-21.9
<b>Total Retail Trade</b>	<b>3,345,883,152</b>	<b>3,431,917,688</b>	<b>3,216,397,312</b>	4.0	-2.5
<b>OKLAHOMA CITY MSA</b>					
<b>Durable Goods</b>	<b>313,328,370</b>	<b>313,945,412</b>	<b>318,143,492</b>	-1.5	-0.2
Lumber, Building Materials and Hardware	108,970,343	109,460,653	110,870,362	-1.7	-0.4
Auto Accessories and Repair	63,491,075	63,668,038	65,211,210	-2.6	-0.3
Furniture	31,085,610	31,268,863	33,480,949	-7.2	-0.6
Computer, Electronics and Music Stores	45,557,961	45,142,521	42,499,935	7.2	0.9
Miscellaneous Durables	57,598,143	57,785,146	59,507,898	-3.2	-0.3
Used Merchandise	6,625,239	6,620,191	6,573,139	0.8	0.1
<b>Nondurable Goods</b>	<b>853,507,810</b>	<b>881,205,510</b>	<b>866,293,789</b>	-1.5	-3.1
General Merchandise	270,570,104	270,747,897	271,189,126	-0.2	-0.1
Food Stores	97,133,684	96,641,533	93,938,412	3.4	0.5
Apparel	56,425,335	56,546,209	57,722,377	-2.2	-0.2
Eating and Drinking Places	271,420,599	270,267,855	262,873,824	3.3	0.4
Drug Stores	16,629,160	16,626,111	16,660,848	-0.2	0.0
Liquor Stores	18,118,392	18,180,646	19,016,959	-4.7	-0.3
Miscellaneous Nondurables	50,292,905	50,403,467	51,333,590	-2.0	-0.2
Gasoline	72,917,631	101,791,794	93,558,653	-22.1	-28.4
<b>Total Retail Trade</b>	<b>1,166,836,181</b>	<b>1,195,150,922</b>	<b>1,184,437,282</b>	-1.5	-2.4
<b>TULSA MSA</b>					
<b>Durable Goods</b>	<b>203,849,470</b>	<b>204,053,669</b>	<b>206,218,596</b>	-1.1	-0.1
Lumber, Building Materials and Hardware	68,599,311	68,975,073	70,949,800	-3.3	-0.5
Auto Accessories and Repair	30,258,514	30,135,202	30,069,970	0.6	0.4
Furniture	23,648,087	23,649,185	22,939,529	3.1	0.0
Computer, Electronics and Music Stores	36,702,044	36,540,701	35,701,506	2.8	0.4
Miscellaneous Durables	39,835,419	39,944,625	41,663,046	-4.4	-0.3
Used Merchandise	4,806,094	4,808,883	4,894,745	-1.8	-0.1
<b>Nondurable Goods</b>	<b>646,889,546</b>	<b>670,612,136</b>	<b>622,928,488</b>	3.8	-3.5
General Merchandise	198,981,956	198,400,933	194,206,098	2.5	0.3
Food Stores	91,535,043	91,352,614	88,527,296	3.4	0.2
Apparel	36,100,439	35,983,211	35,143,711	2.7	0.3
Eating and Drinking Places	172,966,766	172,495,091	168,511,799	2.6	0.3
Drug Stores	13,165,592	13,454,701	16,237,266	-18.9	-2.1
Liquor Stores	14,484,591	14,477,943	14,126,822	2.5	0.0
Miscellaneous Nondurables	31,173,062	31,162,372	30,454,100	2.4	0.0
Gasoline	88,482,098	113,285,270	75,721,396	16.9	-21.9
<b>Total Retail Trade</b>	<b>850,739,016</b>	<b>874,665,804</b>	<b>829,147,084</b>	2.6	-2.7

## ADJUSTED RETAIL TRADE FOR METRO AREAS AND STATE

	July 2018	June 2018	July 2017	Percentage Change	
				July '18 July '17	July '18 June '18
<b>LAWTON MSA</b>					
<b>Durable Goods</b>	<b>18,072,319</b>	<b>18,045,610</b>	<b>17,568,117</b>	2.9	0.1
Lumber, Building Materials and Hardware	6,603,648	6,641,449	6,611,042	-0.1	-0.6
Auto Accessories and Repair	3,140,006	3,128,101	3,003,551	4.5	0.4
Furniture	1,687,813	1,707,192	1,894,405	-10.9	-1.1
Computer, Electronics and Music Stores	2,908,347	2,862,920	2,507,325	16.0	1.6
Miscellaneous Durables	3,381,998	3,358,955	3,231,567	4.7	0.7
Used Merchandise	350,507	346,993	320,228	9.5	1.0
<b>Nondurable Goods</b>	<b>65,646,424</b>	<b>67,457,053</b>	<b>63,527,773</b>	3.3	-2.7
General Merchandise	27,871,333	27,760,537	26,656,792	4.6	0.4
Food Stores	4,905,727	4,951,144	5,250,130	-6.6	-0.9
Apparel	3,628,431	3,625,177	3,691,788	-1.7	0.1
Eating and Drinking Places	17,228,050	17,218,825	17,041,132	1.1	0.1
Drug Stores	781,442	780,457	768,658	1.7	0.1
Liquor Stores	1,302,177	1,292,962	1,229,042	6.0	0.7
Miscellaneous Nondurables	3,157,128	3,157,459	3,094,758	2.0	0.0
Gasoline	6,772,136	8,670,491	5,795,472	16.9	-21.9
<b>Total Retail Trade</b>	<b>83,718,743</b>	<b>85,502,662</b>	<b>81,095,890</b>	3.2	-2.1
<b>ENID MICROSA</b>					
<b>Durable Goods</b>	<b>13,739,888</b>	<b>13,768,884</b>	<b>14,267,229</b>	-3.7	-0.2
Lumber, Building Materials and Hardware	5,020,352	5,010,785	5,067,759	-0.9	0.2
Auto Accessories and Repair	3,601,311	3,612,616	3,774,998	-4.6	-0.3
Furniture	918,909	916,357	906,340	1.4	0.3
Computer, Electronics and Music Stores	1,722,962	1,719,973	1,709,584	0.8	0.2
Miscellaneous Durables	2,152,230	2,184,401	2,476,961	-13.1	-1.5
Used Merchandise	324,123	324,752	331,587	-2.3	-0.2
<b>Nondurable Goods</b>	<b>43,014,278</b>	<b>44,476,727</b>	<b>41,451,886</b>	3.8	-3.3
General Merchandise	14,973,463	14,920,327	14,243,122	5.1	0.4
Food Stores	6,632,230	6,616,454	6,693,668	-0.9	0.2
Apparel	2,337,077	2,322,165	2,252,878	3.7	0.6
Eating and Drinking Places	9,825,911	9,820,339	9,776,098	0.5	0.1
Drug Stores	930,099	936,386	985,221	-5.6	-0.7
Liquor Stores	684,896	690,544	732,878	-6.5	-0.8
Miscellaneous Nondurables	2,126,096	2,122,992	2,057,365	3.3	0.1
Gasoline	5,504,505	7,047,520	4,710,657	16.9	-21.9
<b>Total Retail Trade</b>	<b>56,754,166</b>	<b>58,245,611</b>	<b>55,719,115</b>	1.9	-2.6

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

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**ADJUSTED RETAIL TRADE FOR SELECTED CITIES**

	July 2018	June 2018	July 2017	Percentage Change	
				July '18 July '17	July '18 June '18
Ada	28,585,672	28,544,574	27,626,619	3.5	0.1
Altus	18,757,492	18,700,275	18,029,615	4.0	0.3
Alva	6,672,181	6,661,065	6,533,077	2.1	0.2
Anadarko	5,636,138	5,615,215	5,298,262	6.4	0.4
Ardmore	41,513,400	41,157,304	37,787,430	9.9	0.9
Bartlesville	39,691,093	39,555,865	37,944,250	4.6	0.3
Blackwell	5,949,344	5,922,871	5,531,353	7.6	0.4
Broken Arrow	89,227,905	88,879,729	83,856,622	6.4	0.4
Chickasha	20,819,360	20,657,462	19,016,853	9.5	0.8
Clinton	8,976,205	8,944,472	8,563,937	4.8	0.4
Cushing	9,668,224	9,665,938	9,532,488	1.4	0.0
Del City	19,545,477	19,492,754	18,912,954	3.3	0.3
Duncan	24,614,421	24,464,059	22,833,672	7.8	0.6
Durant	26,644,814	26,546,857	25,452,498	4.7	0.4
Edmond	117,164,606	116,686,901	111,291,621	5.3	0.4
El Reno	16,653,416	16,463,839	14,491,775	14.9	1.2
Elk City	21,238,954	21,107,915	19,618,780	8.3	0.6
Enid	54,488,871	54,314,506	52,922,595	3.0	0.3
Guthrie	13,193,336	13,122,308	12,235,471	7.8	0.5
Guymon	13,830,766	13,758,274	12,977,029	6.6	0.5
Henryetta	6,290,019	6,239,957	5,637,181	11.6	0.8
Hobart	2,505,753	2,508,186	2,480,218	1.0	-0.1
Holdenville	4,268,257	4,242,197	4,023,966	6.1	0.6
Hugo	7,209,142	7,196,142	6,884,460	4.7	0.2
Idabel	8,322,542	8,327,787	8,749,075	-4.9	-0.1
Lawton	73,123,974	72,914,425	70,090,789	4.3	0.3
McAlester	29,742,447	29,686,599	28,851,680	3.1	0.2
Miami	13,258,887	13,216,552	12,824,083	3.4	0.3
Midwest City	58,230,410	58,151,336	57,423,839	1.4	0.1
Moore	62,853,032	62,595,947	59,999,416	4.8	0.4
Muskogee	43,342,742	43,380,895	43,058,760	0.7	-0.1
Norman	131,112,520	130,373,581	122,923,511	6.7	0.6
Oklahoma City	629,543,701	627,301,252	601,740,867	4.6	0.4
Okmulgee	12,143,771	12,104,491	11,629,213	4.4	0.3
Pauls Valley	11,735,532	11,665,891	10,630,750	10.4	0.6
Pawhuska	3,728,784	3,772,503	4,144,916	-10.0	-1.2
Ponca City	26,553,353	26,599,124	26,740,435	-0.7	-0.2
Poteau	13,541,887	13,516,004	13,134,713	3.1	0.2
Sand Springs	24,334,363	24,192,104	23,378,950	4.1	0.6
Sapulpa	17,975,872	17,838,674	16,390,347	9.7	0.8
Seminole	10,313,741	10,253,904	9,557,397	7.9	0.6
Shawnee	43,536,549	43,433,758	42,575,246	2.3	0.2
Stillwater	61,081,774	60,725,146	57,506,886	6.2	0.6
Tahlequah	25,927,662	25,747,109	23,584,715	9.9	0.7
Tulsa	513,917,121	513,128,286	499,751,310	2.8	0.2
Watonga	3,128,586	3,110,231	2,950,944	6.0	0.6
Weatherford	18,091,982	17,943,004	16,416,694	10.2	0.8
Wewoka	1,661,618	1,654,760	1,436,903	15.6	0.4
Woodward	22,212,988	22,094,049	20,318,730	9.3	0.5
Total Selected Cities	2,462,560,686	2,454,176,081	2,355,292,894	4.55	0.34

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