

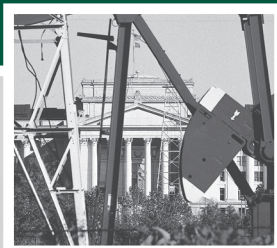
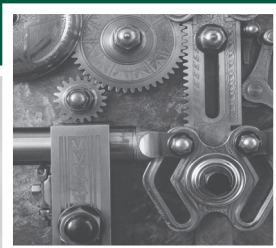


Center for Economic & Management Research



# OKLAHOMA BUSINESS BULLETIN

Monthly Digest



**June 2017  
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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# Business Briefs

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Major Economic Indicators

[U.S. Bureau of Labor Statistics](#)

Survey of Current Business

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The Oklahoma Economist

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Oklahoma Economic Indicators

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Oklahoma Economic Report Monthly Newsletter

[Oklahoma Office of State Treasurer](#)

Oklahoma OMES Media Releases

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Oklahoma's Business Conditions Index

[Creighton University](#)

2017 Tax Burden by State

[WalletHub.com](#)

*Note: Oklahoma 47th in overall tax burden*

What went down in 2016: The statewide recession explained

[Tulsa World](#)

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

Opportunities exist in Oklahoma for retail careers, despite a jobs decline

[NewsOK](#)

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

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## ADJUSTED RETAIL TRADE FOR METRO AREAS AND STATE

	June 2017	May 2017	June 2016	Percentage Change	
				June '17 June '16	June '17 May '17
<b>OKLAHOMA</b>					
<b>Durable Goods</b>	<b>842,525,570</b>	<b>836,127,681</b>	<b>816,093,781</b>	3.2	0.8
Lumber, Building Materials and Hardware	324,706,569	319,697,523	284,756,655	14.0	1.6
Auto Accessories and Repair	180,719,342	178,882,756	169,065,721	6.9	1.0
Furniture	79,924,676	79,636,895	83,463,247	-4.2	0.4
Computer, Electronics and Music Stores	105,910,883	107,494,284	123,666,081	-14.4	-1.5
Miscellaneous Durables	134,903,513	134,212,366	139,890,332	-3.6	0.5
Used Merchandise	16,360,587	16,203,858	15,251,746	7.3	1.0
<b>Nondurable Goods</b>	<b>2,543,222,407</b>	<b>2,410,907,129</b>	<b>2,514,247,783</b>	1.2	5.5
General Merchandise	787,481,080	786,271,048	786,079,732	0.2	0.2
Food Stores	310,489,031	308,506,210	295,413,157	5.1	0.6
Apparel	119,026,684	119,281,879	126,561,813	-6.0	-0.2
Eating and Drinking Places	636,684,694	633,697,262	610,282,280	4.3	0.5
Drug Stores	45,682,332	45,809,346	46,960,013	-2.7	-0.3
Liquor Stores	48,939,778	48,253,538	40,340,698	21.3	1.4
Miscellaneous Nondurables	142,538,881	140,478,868	130,734,562	9.0	1.5
Gasoline	452,379,926	328,608,978	477,875,528	-5.3	37.7
<b>Total Retail Trade</b>	<b>3,385,747,977</b>	<b>3,247,034,810</b>	<b>3,330,341,564</b>	1.7	4.3
<b>OKLAHOMA CITY MSA</b>					
<b>Durable Goods</b>	<b>322,351,082</b>	<b>321,408,679</b>	<b>317,457,835</b>	1.5	0.3
Lumber, Building Materials and Hardware	125,337,448	123,270,870	109,127,584	14.9	1.7
Auto Accessories and Repair	65,040,425	64,913,531	64,123,250	1.4	0.2
Furniture	32,240,314	32,303,953	32,869,561	-1.9	-0.2
Computer, Electronics and Music Stores	38,819,599	39,216,422	42,509,456	-8.7	-1.0
Miscellaneous Durables	54,596,405	55,402,807	62,490,147	-12.6	-1.5
Used Merchandise	6,316,891	6,301,096	6,337,837	-0.3	0.3
<b>Nondurable Goods</b>	<b>793,223,932</b>	<b>817,148,998</b>	<b>873,062,550</b>	-9.1	-2.9
General Merchandise	271,395,168	271,157,265	261,389,988	3.8	0.1
Food Stores	84,098,965	85,429,022	95,475,617	-11.9	-1.6
Apparel	60,260,934	59,781,056	54,797,138	10.0	0.8
Eating and Drinking Places	228,029,361	233,255,178	274,805,876	-17.0	-2.2
Drug Stores	17,418,041	17,350,637	16,110,833	8.1	0.4
Liquor Stores	18,198,861	17,932,975	16,050,541	13.4	1.5
Miscellaneous Nondurables	46,012,335	46,896,518	56,484,550	-18.5	-1.9
Gasoline	67,810,267	85,346,348	97,948,007	-30.8	-20.5
<b>Total Retail Trade</b>	<b>1,115,575,014</b>	<b>1,138,557,677</b>	<b>1,190,520,385</b>	-6.3	-2.0
<b>TULSA MSA</b>					
<b>Durable Goods</b>	<b>198,445,288</b>	<b>198,923,814</b>	<b>204,314,904</b>	-2.9	-0.2
Lumber, Building Materials and Hardware	73,056,661	72,621,819	67,274,390	8.6	0.6
Auto Accessories and Repair	29,152,678	29,171,437	29,639,935	-1.6	-0.1
Furniture	22,943,097	22,834,279	22,365,872	2.6	0.5
Computer, Electronics and Music Stores	29,788,705	30,473,405	36,932,511	-19.3	-2.2
Miscellaneous Durables	38,801,563	39,125,628	43,433,536	-10.7	-0.8
Used Merchandise	4,702,583	4,697,247	4,668,660	0.7	0.1
<b>Nondurable Goods</b>	<b>639,776,650</b>	<b>617,194,657</b>	<b>653,749,493</b>	-2.1	3.7
General Merchandise	196,246,987	195,746,139	184,312,958	6.5	0.3
Food Stores	90,270,966	89,675,438	87,319,676	3.4	0.7
Apparel	35,702,121	35,419,786	32,923,821	8.4	0.8
Eating and Drinking Places	154,954,075	156,336,012	176,918,666	-12.4	-0.9
Drug Stores	17,723,423	17,512,846	15,102,870	17.4	1.2
Liquor Stores	13,164,543	13,128,806	13,156,180	0.1	0.3
Miscellaneous Nondurables	27,828,605	28,064,433	34,274,501	-18.8	-0.8
Gasoline	103,885,931	81,311,197	109,740,820	-5.3	27.8
<b>Total Retail Trade</b>	<b>838,221,939</b>	<b>816,118,472</b>	<b>858,064,397</b>	-2.3	2.7

## ADJUSTED RETAIL TRADE FOR METRO AREAS AND STATE

	June 2017	May 2017	June 2016	Percentage Change	
				June '17 June '16	June '17 May '17
<b>LAWTON MSA</b>					
<b>Durable Goods</b>	<b>17,523,623</b>	<b>17,624,725</b>	<b>18,571,490</b>	-5.6	-0.6
Lumber, Building Materials and Hardware	7,023,237	7,008,626	6,800,619	3.3	0.2
Auto Accessories and Repair	2,938,879	2,956,721	3,128,217	-6.1	-0.6
Furniture	1,713,485	1,732,266	1,858,795	-7.8	-1.1
Computer, Electronics and Music Stores	2,384,832	2,451,253	3,034,074	-21.4	-2.7
Miscellaneous Durables	3,121,846	3,139,371	3,471,550	-10.1	-0.6
Used Merchandise	341,344	336,487	278,234	22.7	1.4
<b>Nondurable Goods</b>	<b>66,104,524</b>	<b>64,884,769</b>	<b>67,677,258</b>	-2.3	1.9
General Merchandise	28,694,375	28,494,432	25,322,844	13.3	0.7
Food Stores	4,960,698	5,038,634	5,762,662	-13.9	-1.5
Apparel	4,131,401	4,049,409	3,174,642	30.1	2.0
Eating and Drinking Places	15,014,958	15,384,554	19,270,973	-22.1	-2.4
Drug Stores	877,208	868,704	820,246	6.9	1.0
Liquor Stores	1,300,163	1,306,091	1,109,450	17.2	-0.5
Miscellaneous Nondurables	3,074,619	3,093,547	3,711,588	-17.2	-0.6
Gasoline	8,051,102	6,649,399	8,504,853	-5.3	21.1
<b>Total Retail Trade</b>	<b>83,628,148</b>	<b>82,509,494</b>	<b>86,248,748</b>	-3.0	1.4
<b>ENID MICROSA</b>					
<b>Durable Goods</b>	<b>14,292,303</b>	<b>14,295,048</b>	<b>14,099,173</b>	1.4	0.0
Lumber, Building Materials and Hardware	5,247,848	5,287,509	5,651,743	-7.1	-0.8
Auto Accessories and Repair	3,828,368	3,805,432	3,422,121	11.9	0.6
Furniture	887,088	901,874	1,070,191	-17.1	-1.6
Computer, Electronics and Music Stores	1,377,038	1,439,598	1,974,299	-30.3	-4.3
Miscellaneous Durables	2,623,946	2,534,713	1,661,824	57.9	3.5
Used Merchandise	328,016	325,922	318,995	2.8	0.6
<b>Nondurable Goods</b>	<b>42,301,491</b>	<b>41,609,328</b>	<b>44,720,410</b>	-5.4	1.7
General Merchandise	15,051,484	14,977,461	14,193,404	6.0	0.5
Food Stores	6,260,178	6,309,958	6,725,453	-6.9	-0.8
Apparel	2,263,340	2,250,716	2,113,992	7.1	0.6
Eating and Drinking Places	8,656,575	8,840,153	11,109,459	-22.1	-2.1
Drug Stores	1,108,729	1,097,109	1,000,062	10.9	1.1
Liquor Stores	644,877	648,185	604,967	6.6	-0.5
Miscellaneous Nondurables	2,018,508	2,017,674	2,320,336	-13.0	0.0
Gasoline	6,297,800	5,468,072	6,652,737	-5.3	15.2
<b>Total Retail Trade</b>	<b>56,593,794</b>	<b>55,904,376</b>	<b>58,819,583</b>	-3.8	1.2

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

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

**ADJUSTED RETAIL TRADE FOR SELECTED CITIES**

	June 2017	May 2017	June 2016	Percentage Change	
				June '17 June '16	June '17 May '17
Ada	27,495,476	27,452,006	27,278,336	0.8	0.2
Altus	17,844,679	17,866,022	17,866,714	-0.1	-0.1
Alva	6,563,498	6,565,100	6,726,230	-2.4	0.0
Anadarko	5,366,718	5,361,018	5,442,855	-1.4	0.1
Ardmore	38,045,081	37,985,141	37,441,152	1.6	0.2
Bartlesville	37,250,625	37,304,873	37,937,503	-1.8	-0.1
Blackwell	5,277,607	5,291,550	5,501,727	-4.1	-0.3
Broken Arrow	83,287,585	82,981,823	80,524,191	3.4	0.4
Chickasha	18,386,179	18,310,498	18,113,828	1.5	0.4
Clinton	8,242,362	8,220,237	8,438,457	-2.3	0.3
Cushing	9,190,968	9,223,686	9,370,459	-1.9	-0.4
Del City	19,654,829	19,547,402	18,404,657	6.8	0.5
Duncan	22,857,720	22,907,575	23,241,547	-1.7	-0.2
Durant	25,797,350	25,631,289	24,060,166	7.2	0.6
Edmond	112,854,618	112,376,669	108,671,284	3.8	0.4
El Reno	14,076,225	13,945,341	13,168,928	6.9	0.9
Elk City	19,373,489	19,177,790	17,693,401	9.5	1.0
Enid	52,175,280	52,275,200	53,537,356	-2.5	-0.2
Guthrie	12,056,215	11,933,160	10,821,054	11.4	1.0
Guymon	12,996,805	12,952,605	12,626,358	2.9	0.3
Henryetta	5,430,413	5,460,226	5,930,678	-8.4	-0.5
Hobart	2,465,396	2,461,161	2,428,269	1.5	0.2
Holdenville	3,894,699	3,886,696	3,789,458	2.8	0.2
Hugo	6,972,658	6,962,526	6,828,694	2.1	0.1
Idabel	7,965,678	7,991,762	8,163,677	-2.4	-0.3
Lawton	71,348,024	71,469,120	72,328,680	-1.4	-0.2
McAlester	28,839,009	28,784,612	28,957,659	-0.4	0.2
Miami	13,189,959	13,107,211	12,602,244	4.7	0.6
Midwest City	56,819,939	56,785,177	56,761,701	0.1	0.1
Moore	59,468,463	59,356,514	59,149,822	0.5	0.2
Muskogee	48,483,995	47,891,533	44,128,904	9.9	1.2
Norman	123,152,095	123,199,823	123,923,269	-0.6	0.0
Oklahoma City	597,325,915	596,724,966	599,386,314	-0.3	0.1
Okmulgee	11,758,037	11,693,212	11,135,263	5.6	0.6
Pauls Valley	10,660,051	10,633,723	10,492,117	1.6	0.2
Pawhuska	4,397,907	4,210,684	2,532,983	73.6	4.4
Ponca City	25,883,478	25,851,229	26,185,808	-1.2	0.1
Poteau	13,078,007	13,057,661	13,001,418	0.6	0.2
Sand Springs	22,649,998	22,659,163	22,778,175	-0.6	0.0
Sapulpa	15,789,294	16,047,322	18,544,927	-14.9	-1.6
Seminole	9,719,992	9,640,393	8,961,408	8.5	0.8
Shawnee	43,415,890	43,213,175	41,829,961	3.8	0.5
Stillwater	56,552,499	56,538,180	57,617,666	-1.8	0.0
Tahlequah	24,417,776	24,362,328	24,047,310	1.5	0.2
Tulsa	491,956,730	491,601,154	495,319,521	-0.7	0.1
Watonga	2,745,466	2,718,983	2,474,349	11.0	1.0
Weatherford	16,169,891	16,006,518	14,774,722	9.4	1.0
Wewoka	1,372,564	1,364,331	1,266,429	8.4	0.6
Woodward	20,777,839	20,644,179	19,584,912	6.1	0.6
Total Selected Cities	2,345,494,972	2,341,632,547	2,331,792,542	0.59	0.16

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