

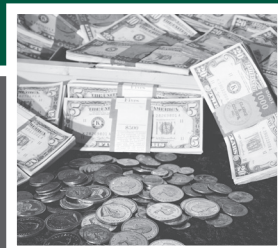
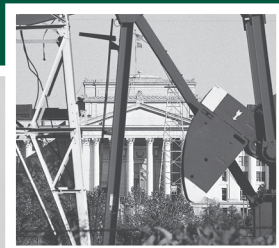
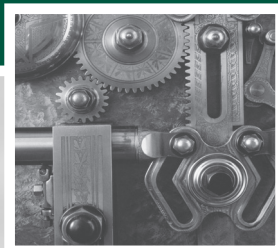


Center for Economic & Management Research



# OKLAHOMA BUSINESS BULLETIN

Monthly Digest



**May  
2018  
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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*Note: includes comments from Dr. Dauffenbach, OU Price College*

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## ADJUSTED RETAIL TRADE FOR METRO AREAS AND STATE

	May 2018	April 2018	May 2017	Percentage Change	
				May '18 May '17	May '18 Apr '18
<b>OKLAHOMA</b>					
<b>Durable Goods</b>	<b>842,429,276</b>	<b>840,866,841</b>	<b>828,042,626</b>	1.7	0.2
Lumber, Building Materials and Hardware	302,522,347	302,388,921	298,764,593	1.3	0.0
Auto Accessories and Repair	190,251,440	189,450,145	181,921,347	4.6	0.4
Furniture	81,227,213	81,204,152	81,148,882	0.1	0.0
Computer, Electronics and Music Stores	121,113,266	120,032,093	115,226,645	5.1	0.9
Miscellaneous Durables	131,341,297	131,760,790	134,804,117	-2.6	-0.3
Used Merchandise	15,973,712	16,030,740	16,177,042	-1.3	-0.4
<b>Nondurable Goods</b>	<b>2,626,680,469</b>	<b>2,474,414,672</b>	<b>2,436,492,575</b>	7.8	6.2
General Merchandise	812,000,093	809,330,988	797,711,008	1.8	0.3
Food Stores	311,067,291	311,126,629	305,253,887	1.9	0.0
Apparel	128,933,272	128,425,458	124,777,054	3.3	0.4
Eating and Drinking Places	653,804,915	653,511,446	640,940,501	2.0	0.0
Drug Stores	42,968,690	43,314,507	45,987,008	-6.6	-0.8
Liquor Stores	47,638,103	47,822,150	46,872,170	1.6	-0.4
Miscellaneous Nondurables	137,400,112	137,646,841	136,260,426	0.8	-0.2
Gasoline	492,867,992	343,236,653	338,690,521	45.5	43.6
<b>Total Retail Trade</b>	<b>3,469,109,745</b>	<b>3,315,281,513</b>	<b>3,264,535,201</b>	6.3	4.6
<b>OKLAHOMA CITY MSA</b>					
<b>Durable Goods</b>	<b>315,367,137</b>	<b>315,783,302</b>	<b>318,361,372</b>	-0.9	-0.1
Lumber, Building Materials and Hardware	112,729,049	112,712,106	112,615,700	0.1	0.0
Auto Accessories and Repair	63,604,147	63,776,397	64,451,417	-1.3	-0.3
Furniture	31,357,461	31,564,311	33,483,370	-6.3	-0.7
Computer, Electronics and Music Stores	43,299,247	43,172,173	42,956,174	0.8	0.3
Miscellaneous Durables	57,761,121	57,947,401	58,400,241	-1.1	-0.3
Used Merchandise	6,616,112	6,610,914	6,454,469	2.5	0.1
<b>Nondurable Goods</b>	<b>866,297,306</b>	<b>885,960,073</b>	<b>863,467,649</b>	0.3	-2.2
General Merchandise	271,471,851	271,439,385	274,202,392	-1.0	0.0
Food Stores	97,711,907	96,978,351	91,671,458	6.6	0.8
Apparel	57,283,249	57,258,845	57,748,799	-0.8	0.0
Eating and Drinking Places	272,799,564	271,025,767	258,921,908	5.4	0.7
Drug Stores	16,572,471	16,589,536	16,547,115	0.2	-0.1
Liquor Stores	19,405,262	19,263,112	18,462,893	5.1	0.7
Miscellaneous Nondurables	51,593,079	51,514,874	51,165,057	0.8	0.2
Gasoline	79,459,923	101,890,204	94,748,027	-16.1	-22.0
<b>Total Retail Trade</b>	<b>1,181,664,443</b>	<b>1,201,743,376</b>	<b>1,181,829,022</b>	0.0	-1.7
<b>TULSA MSA</b>					
<b>Durable Goods</b>	<b>202,607,583</b>	<b>202,972,799</b>	<b>202,309,220</b>	0.1	-0.2
Lumber, Building Materials and Hardware	71,037,450	71,070,343	68,480,732	3.7	0.0
Auto Accessories and Repair	28,996,710	29,052,179	29,695,770	-2.4	-0.2
Furniture	23,886,630	23,825,853	22,937,532	4.1	0.3
Computer, Electronics and Music Stores	35,834,107	35,778,795	34,778,009	3.0	0.2
Miscellaneous Durables	38,186,182	38,555,782	41,600,941	-8.2	-1.0
Used Merchandise	4,666,503	4,689,847	4,816,236	-3.1	-0.5
<b>Nondurable Goods</b>	<b>682,377,360</b>	<b>642,300,886</b>	<b>636,799,587</b>	7.2	6.2
General Merchandise	194,911,073	194,815,829	195,050,029	-0.1	0.0
Food Stores	90,922,782	90,776,007	91,233,909	-0.3	0.2
Apparel	35,719,604	35,637,244	34,550,049	3.4	0.2
Eating and Drinking Places	170,244,489	170,047,865	166,379,534	2.3	0.1
Drug Stores	13,817,100	14,075,461	16,189,796	-14.7	-1.8
Liquor Stores	14,398,709	14,383,461	13,693,215	5.2	0.1
Miscellaneous Nondurables	31,616,000	31,511,490	29,855,518	5.9	0.3
Gasoline	130,747,605	91,053,530	89,847,535	45.5	43.6
<b>Total Retail Trade</b>	<b>884,984,943</b>	<b>845,273,686</b>	<b>839,108,806</b>	5.5	4.7

## ADJUSTED RETAIL TRADE FOR METRO AREAS AND STATE

	May 2018	April 2018	May 2017	Percentage Change	
				May '18 May '17	May '18 Apr '18
<b>LAWTON MSA</b>					
<b>Durable Goods</b>	<b>17,892,540</b>	<b>17,870,780</b>	<b>17,358,835</b>	3.1	0.1
Lumber, Building Materials and Hardware	6,965,381	6,943,726	6,480,848	7.5	0.3
Auto Accessories and Repair	2,987,763	2,992,503	3,008,440	-0.7	-0.2
Furniture	1,736,625	1,752,319	1,833,521	-5.3	-0.9
Computer, Electronics and Music Stores	2,673,142	2,654,064	2,559,576	4.4	0.7
Miscellaneous Durables	3,191,070	3,192,104	3,168,160	0.7	0.0
Used Merchandise	338,559	336,063	308,291	9.8	0.7
<b>Nondurable Goods</b>	<b>68,525,270</b>	<b>65,427,142</b>	<b>65,200,115</b>	5.1	4.7
General Merchandise	27,437,861	27,363,606	26,968,295	1.7	0.3
Food Stores	5,198,889	5,211,270	5,398,919	-3.7	-0.2
Apparel	3,563,085	3,573,231	3,759,138	-5.2	-0.3
Eating and Drinking Places	17,154,682	17,150,046	17,076,416	0.5	0.0
Drug Stores	780,257	779,172	771,254	1.2	0.1
Liquor Stores	1,204,603	1,207,020	1,204,854	0.0	-0.2
Miscellaneous Nondurables	3,178,891	3,173,854	3,144,597	1.1	0.2
Gasoline	10,007,002	6,968,945	6,876,642	45.5	43.6
<b>Total Retail Trade</b>	<b>86,417,810</b>	<b>83,297,922</b>	<b>82,558,950</b>	4.7	3.7
<b>ENID MICROSA</b>					
<b>Durable Goods</b>	<b>13,431,195</b>	<b>13,516,479</b>	<b>14,421,256</b>	-6.9	-0.6
Lumber, Building Materials and Hardware	4,952,340	4,960,380	5,381,304	-8.0	-0.2
Auto Accessories and Repair	3,455,615	3,489,646	3,776,790	-8.5	-1.0
Furniture	876,486	880,044	961,456	-8.8	-0.4
Computer, Electronics and Music Stores	1,679,713	1,682,515	1,693,168	-0.8	-0.2
Miscellaneous Durables	2,149,314	2,184,428	2,265,561	-5.1	-1.6
Used Merchandise	317,727	319,467	342,979	-7.4	-0.5
<b>Nondurable Goods</b>	<b>45,308,462</b>	<b>42,794,224</b>	<b>42,650,957</b>	6.2	5.9
General Merchandise	15,046,860	14,969,160	14,427,812	4.3	0.5
Food Stores	6,532,601	6,536,237	6,633,256	-1.5	-0.1
Apparel	2,238,622	2,237,534	2,300,398	-2.7	0.0
Eating and Drinking Places	9,567,187	9,595,513	9,908,018	-3.4	-0.3
Drug Stores	954,079	957,877	986,841	-3.3	-0.4
Liquor Stores	665,874	673,722	682,271	-2.4	-1.2
Miscellaneous Nondurables	2,169,380	2,159,705	2,122,910	2.2	0.4
Gasoline	8,133,858	5,664,475	5,589,449	45.5	43.6
<b>Total Retail Trade</b>	<b>58,739,657</b>	<b>56,310,703</b>	<b>57,072,213</b>	2.9	4.3

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

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

**ADJUSTED RETAIL TRADE FOR SELECTED CITIES**

	May 2018	April 2018	May 2017	Percentage Change	
				May '18 May '17	May '18 Apr '18
Ada	28,555,766	28,489,788	27,543,315	3.7	0.2
Altus	18,273,632	18,265,324	18,229,799	0.2	0.0
Alva	6,589,601	6,586,655	6,543,079	0.7	0.0
Anadarko	5,648,407	5,619,062	5,439,509	3.8	0.5
Ardmore	39,767,963	39,579,988	38,197,442	4.1	0.5
Bartlesville	39,222,068	39,105,123	37,627,007	4.2	0.3
Blackwell	5,891,223	5,861,853	5,491,514	7.3	0.5
Broken Arrow	88,898,398	88,458,712	83,583,475	6.4	0.5
Chickasha	20,066,376	19,968,027	18,879,074	6.3	0.5
Clinton	8,746,152	8,733,755	8,394,043	4.2	0.1
Cushing	9,625,194	9,622,233	9,435,498	2.0	0.0
Del City	19,319,998	19,286,075	19,074,351	1.3	0.2
Duncan	24,030,212	23,925,279	23,334,721	3.0	0.4
Durant	26,277,987	26,205,454	25,566,319	2.8	0.3
Edmond	116,384,790	115,887,124	111,417,980	4.5	0.4
El Reno	16,188,478	16,017,853	14,274,901	13.4	1.1
Elk City	20,813,482	20,701,500	19,320,795	7.7	0.5
Enid	53,709,454	53,622,702	53,485,183	0.4	0.2
Guthrie	12,898,649	12,839,634	11,776,547	9.5	0.5
Guymon	13,694,198	13,624,157	12,930,321	5.9	0.5
Henryetta	6,257,368	6,197,982	5,593,230	11.9	1.0
Hobart	2,498,047	2,500,453	2,487,864	0.4	-0.1
Holdenville	4,108,020	4,100,135	4,008,269	2.5	0.2
Hugo	7,157,895	7,142,897	6,962,046	2.8	0.2
Idabel	8,025,159	8,081,584	8,331,611	-3.7	-0.7
Lawton	72,678,608	72,460,417	70,830,719	2.6	0.3
McAlester	29,294,671	29,276,808	28,943,658	1.2	0.1
Miami	12,964,547	12,956,259	13,073,566	-0.8	0.1
Midwest City	57,081,217	57,127,288	57,127,240	-0.1	-0.1
Moore	61,905,310	61,730,144	60,410,772	2.5	0.3
Muskogee	43,012,709	43,117,546	47,075,722	-8.6	-0.2
Norman	128,867,206	128,292,332	123,919,209	4.0	0.4
Oklahoma City	620,518,360	618,860,010	600,410,219	3.3	0.3
Okmulgee	11,933,449	11,909,888	11,540,749	3.4	0.2
Pauls Valley	11,769,105	11,667,966	10,668,249	10.3	0.9
Pawhuska	3,682,472	3,735,888	3,969,183	-7.2	-1.4
Ponca City	26,322,560	26,392,426	26,598,854	-1.0	-0.3
Poteau	13,461,461	13,437,424	13,199,589	2.0	0.2
Sand Springs	23,826,562	23,720,911	23,497,598	1.4	0.4
Sapulpa	17,504,407	17,402,198	16,661,694	5.1	0.6
Seminole	10,298,415	10,224,757	9,478,566	8.6	0.7
Shawnee	42,819,770	42,803,609	43,527,358	-1.6	0.0
Stillwater	59,267,270	59,104,653	57,960,757	2.3	0.3
Tahlequah	25,812,529	25,601,688	23,928,329	7.9	0.8
Tulsa	509,915,359	509,249,036	498,501,863	2.3	0.1
Watonga	3,035,517	3,025,517	2,843,573	6.8	0.3
Weatherford	17,667,422	17,540,643	16,149,573	9.4	0.7
Wewoka	1,731,739	1,707,911	1,384,461	25.1	1.4
Woodward	22,216,297	22,049,233	20,385,421	9.0	0.8
Total Selected Cities	2,430,235,480	2,423,817,902	2,360,014,815	2.98	0.26

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