

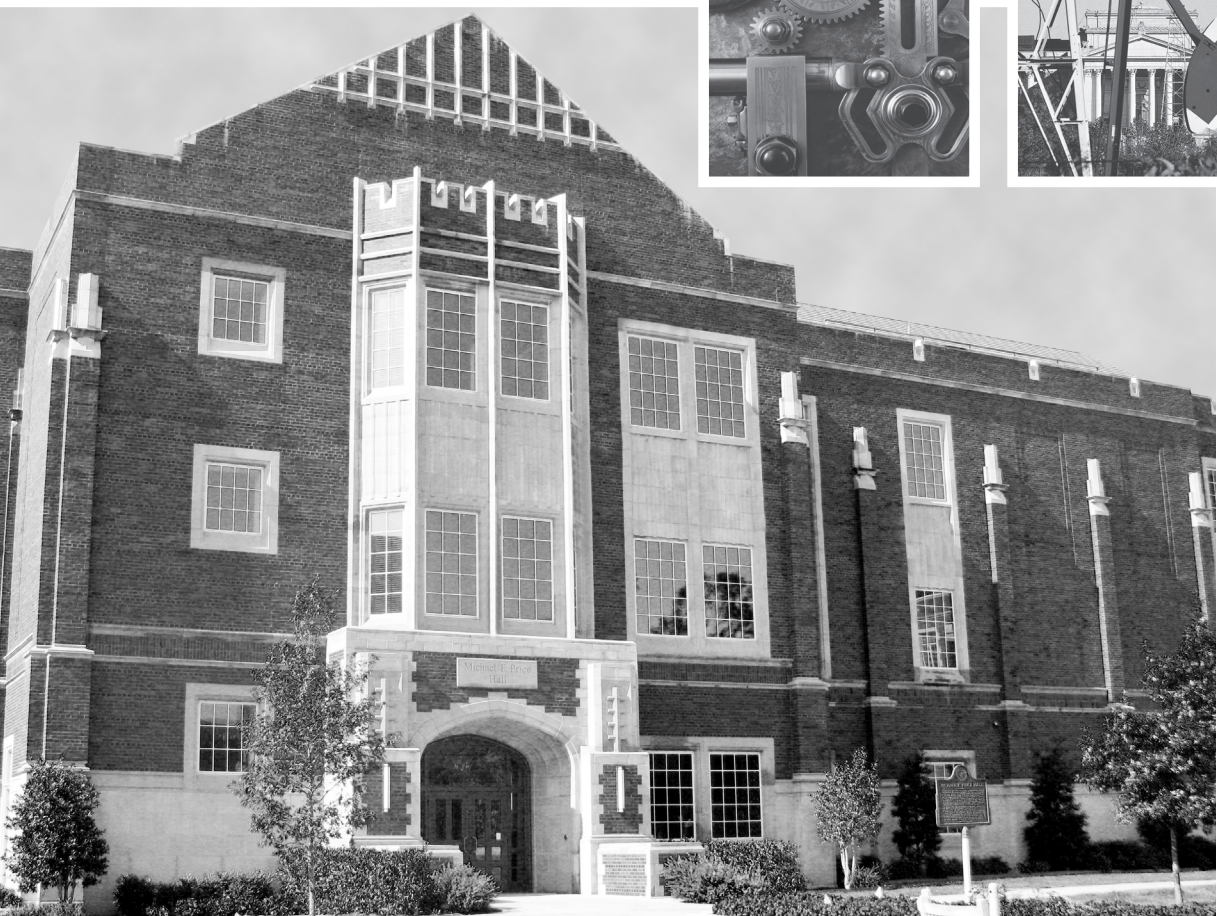
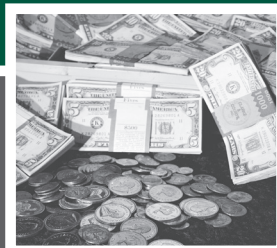
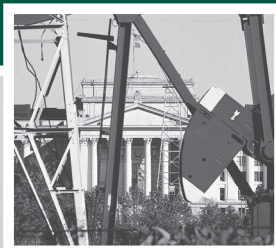
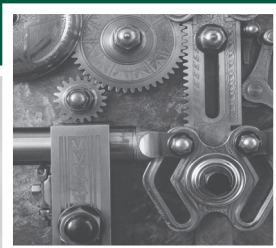


Center for Economic & Management Research



OKLAHOMA BUSINESS BULLETIN

Monthly Digest



**October
2018
Adjusted
Retail Sales**

*The Oklahoma Business Bulletin
Monthly Digest*

is published online monthly

<http://origins.ou.edu/reports/bulletins.htm>

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

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.

© 2018 by the Center for Economic and Management Research.

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.

OU OBB Business Briefs

Major Economic Indicators

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

Survey of Current Business

[Bureau of Econ Analysis](#)

The Oklahoma Economist

[Federal Reserve Bank of Kansas City](#)

Oklahoma Economic Indicators

[Oklahoma Employment Security Commission](#)

Oklahoma Economic Report Monthly Newsletter

[Oklahoma Office of State Treasurer](#)

Oklahoma OMES Media Releases

[Office of Management and Enterprise Services \(OMES\)](#)

Oklahoma's Business Conditions Index

[Creighton University](#)

Skilled worker shortage hurts Midwestern economy

[Associated Press: Economist](#)

Oklahoma ranks No. 2 in the nation for installed wind power capacity

[KOSU](#)

OU's Bob Dauffenbach On Economic Growth In Oklahoma

[Capitol Insider](#)

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

Disclaimer

While the University of Oklahoma strives to make the information on its website and publications as timely and accurate as possible, we make no claims, promises, or guarantees about the accuracy, completeness or adequacy of the contents, and expressly disclaim liability for errors and omissions in the contents.

No warranty of any kind, implied, expressed, or statutory, including but not limited to the warranties of non-infringement of third party rights, title, merchantability, fitness for a particular purpose or freedom from computer virus, is given with respect to the contents of this website or its links to other Internet resources.

Reference in this site to any specific commercial or non commercial product, process, or service, or the use of any trade, firm or corporation name is for the information and convenience of the public, and does not constitute endorsement, recommendation, or favoring by the University of Oklahoma.

ADJUSTED RETAIL TRADE FOR METRO AREAS AND STATE

	October 2018	September 2018	October 2017	Percentage Change Oct '18 Oct '17	Percentage Change Oct '18 Sep '18
OKLAHOMA					
Durable Goods	874,413,224	869,616,449	831,567,191	5.2	0.6
Lumber, Building Materials and Hardware	310,074,472	308,620,763	300,601,586	3.2	0.5
Auto Accessories and Repair	201,810,675	200,422,767	183,431,410	10.0	0.7
Furniture	80,501,076	80,532,759	81,377,020	-1.1	0.0
Computer, Electronics and Music Stores	125,920,853	125,326,542	114,286,968	10.2	0.5
Miscellaneous Durables	139,511,481	138,204,403	135,565,133	2.9	0.9
Used Merchandise	16,594,666	16,499,215	16,305,075	1.8	0.6
Nondurable Goods	2,645,055,808	2,529,857,404	2,506,609,315	5.5	4.6
General Merchandise	823,682,781	821,126,145	802,547,706	2.6	0.3
Food Stores	316,311,236	314,639,096	314,286,417	0.6	0.5
Apparel	126,968,872	127,390,453	125,427,602	1.2	-0.3
Eating and Drinking Places	677,797,573	673,630,359	650,440,187	4.2	0.6
Drug Stores	42,196,969	42,370,732	45,160,162	-6.6	-0.4
Liquor Stores	51,977,583	51,327,637	48,518,320	7.1	1.3
Miscellaneous Nondurables	141,232,210	140,717,395	138,042,182	2.3	0.4
Gasoline	464,888,586	358,655,588	382,186,739	21.6	29.6
Total Retail Trade	3,519,469,032	3,399,473,853	3,338,176,507	5.4	3.5
OKLAHOMA CITY MSA					
Durable Goods	329,240,945	327,922,033	320,306,337	2.8	0.4
Lumber, Building Materials and Hardware	114,826,122	114,605,342	114,554,539	0.2	0.2
Auto Accessories and Repair	67,738,303	67,353,239	65,255,556	3.8	0.6
Furniture	33,341,491	33,214,963	32,552,282	2.4	0.4
Computer, Electronics and Music Stores	45,383,226	45,100,470	41,562,310	9.2	0.6
Miscellaneous Durables	61,080,766	60,808,378	59,813,099	2.1	0.4
Used Merchandise	6,871,037	6,839,641	6,568,551	4.6	0.5
Nondurable Goods	838,529,132	859,336,123	882,317,539	-5.0	-2.4
General Merchandise	275,954,788	275,376,042	271,253,774	1.7	0.2
Food Stores	91,855,617	92,193,019	95,236,062	-3.5	-0.4
Apparel	54,024,845	54,388,424	56,917,759	-5.1	-0.7
Eating and Drinking Places	257,392,621	258,346,685	267,585,147	-3.8	-0.4
Drug Stores	17,074,466	17,025,805	16,748,817	1.9	0.3
Liquor Stores	17,359,377	17,516,128	18,826,510	-7.8	-0.9
Miscellaneous Nondurables	47,154,393	47,603,117	51,304,161	-8.1	-0.9
Gasoline	77,713,026	96,886,903	104,445,308	-25.6	-19.8
Total Retail Trade	1,167,770,077	1,187,258,156	1,202,623,876	-2.9	-1.6
TULSA MSA					
Durable Goods	211,045,525	210,311,920	205,689,936	2.6	0.3
Lumber, Building Materials and Hardware	70,494,222	70,578,388	71,755,569	-1.8	-0.1
Auto Accessories and Repair	31,493,324	31,230,483	28,661,317	9.9	0.8
Furniture	22,585,388	22,716,868	24,052,579	-6.1	-0.6
Computer, Electronics and Music Stores	39,393,327	38,966,197	34,771,670	13.3	1.1
Miscellaneous Durables	42,229,269	41,976,198	41,578,296	1.6	0.6
Used Merchandise	4,849,995	4,843,785	4,870,505	-0.4	0.1
Nondurable Goods	690,527,837	660,605,845	652,549,007	5.8	4.5
General Merchandise	200,966,486	200,269,509	194,519,734	3.3	0.3
Food Stores	93,320,167	93,024,449	91,243,137	2.3	0.3
Apparel	36,316,863	36,210,816	34,922,649	4.0	0.3
Eating and Drinking Places	176,195,597	175,567,187	168,557,033	4.5	0.4
Drug Stores	13,225,677	13,401,894	16,040,015	-17.5	-1.3
Liquor Stores	15,208,971	15,105,086	14,644,284	3.9	0.7
Miscellaneous Nondurables	31,968,825	31,883,053	31,235,980	2.3	0.3
Gasoline	123,325,252	95,143,852	101,386,176	21.6	29.6
Total Retail Trade	901,573,362	870,917,764	858,238,942	5.0	3.5

ADJUSTED RETAIL TRADE FOR METRO AREAS AND STATE

	September 2018	August 2018	September 2017	Percentage Change	
				Sep '18 Sep '17	Sep '18 Aug '18
LAWTON MSA					
Durable Goods	18,272,741	17,943,980	18,021,731	1.4	1.8
Lumber, Building Materials and Hardware	6,474,249	6,624,804	6,994,935	-7.4	-2.3
Auto Accessories and Repair	3,702,682	3,596,867	3,093,308	19.7	2.9
Furniture	1,647,369	1,686,980	1,946,382	-15.4	-2.3
Computer, Electronics and Music Stores	2,894,388	2,677,940	2,476,871	16.9	8.1
Miscellaneous Durables	3,173,572	2,983,058	3,188,690	-0.5	6.4
Used Merchandise	380,482	374,332	321,545	18.3	1.6
Nondurable Goods	67,784,138	65,995,434	65,612,707	3.3	2.7
General Merchandise	27,854,306	27,467,772	26,832,777	3.8	1.4
Food Stores	4,346,273	4,551,627	5,318,649	-18.3	-4.5
Apparel	3,567,761	3,529,938	3,584,466	-0.5	1.1
Eating and Drinking Places	17,397,288	17,457,966	17,108,839	1.7	-0.3
Drug Stores	773,069	766,397	769,986	0.4	0.9
Liquor Stores	1,320,567	1,238,996	1,238,023	6.7	6.6
Miscellaneous Nondurables	3,085,956	3,064,487	3,161,600	-2.4	0.7
Gasoline	9,438,919	7,918,251	7,598,367	24.2	19.2
Total Retail Trade	86,056,879	83,939,414	83,634,438	2.9	2.5
ENID MICROSA					
Durable Goods	14,394,826	14,211,215	14,087,762	2.2	1.3
Lumber, Building Materials and Hardware	5,188,403	5,231,838	4,797,538	8.1	-0.8
Auto Accessories and Repair	3,760,951	3,609,276	3,782,916	-0.6	4.2
Furniture	895,828	883,593	900,175	-0.5	1.4
Computer, Electronics and Music Stores	1,845,315	1,837,118	1,697,734	8.7	0.4
Miscellaneous Durables	2,382,143	2,327,689	2,580,053	-7.7	2.3
Used Merchandise	322,186	321,701	329,345	-2.2	0.2
Nondurable Goods	45,730,862	44,193,752	43,048,403	6.2	3.5
General Merchandise	14,711,866	14,647,232	14,425,367	2.0	0.4
Food Stores	6,897,611	6,816,462	6,576,203	4.9	1.2
Apparel	2,419,674	2,372,585	2,180,196	11.0	2.0
Eating and Drinking Places	10,184,296	9,997,102	9,881,499	3.1	1.9
Drug Stores	960,468	991,626	991,595	-3.1	-3.1
Liquor Stores	771,950	729,585	782,082	-1.3	5.8
Miscellaneous Nondurables	2,112,887	2,203,073	2,035,381	3.8	-4.1
Gasoline	7,672,111	6,436,087	6,176,080	24.2	19.2
Total Retail Trade	60,125,688	58,404,968	57,136,164	5.2	2.9

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

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

ADJUSTED RETAIL TRADE FOR SELECTED CITIES

	Oct 2018	Sep 2018	Oct 2017	Percentage Change	
				Oct '18 Oct '17	Oct '18 Sep '18
Ada	29,099,354	29,012,681	28,498,877	2.1	0.3
Altus	18,984,186	18,909,788	18,535,988	2.4	0.4
Alva	6,879,743	6,844,767	6,647,068	3.5	0.5
Anadarko	5,460,386	5,470,292	5,484,498	-0.4	-0.2
Ardmore	42,087,015	41,771,959	38,612,722	9.0	0.8
Bartlesville	40,113,547	39,970,909	38,612,743	3.9	0.4
Blackwell	5,537,177	5,568,374	5,776,519	-4.1	-0.6
Broken Arrow	90,573,171	90,217,603	86,663,204	4.5	0.4
Chickasha	21,349,428	21,170,057	19,527,476	9.3	0.8
Clinton	8,718,052	8,722,745	8,848,870	-1.5	-0.1
Cushing	9,815,345	9,798,876	9,674,650	1.5	0.2
Del City	19,390,338	19,374,892	19,089,065	1.6	0.1
Duncan	24,225,231	24,169,858	23,486,832	3.1	0.2
Durant	26,621,434	26,560,404	25,979,520	2.5	0.2
Edmond	117,151,424	116,846,780	112,986,509	3.7	0.3
El Reno	16,606,490	16,492,699	14,994,700	10.7	0.7
Elk City	21,077,378	21,007,413	20,223,238	4.2	0.3
Enid	54,897,025	54,726,212	52,830,617	3.9	0.3
Guthrie	13,264,576	13,204,996	12,679,370	4.6	0.5
Guymon	13,651,565	13,625,563	13,206,653	3.4	0.2
Henryetta	6,134,528	6,124,085	5,841,329	5.0	0.2
Hobart	2,487,190	2,492,627	2,562,423	-2.9	-0.2
Holdenville	4,294,885	4,272,682	4,059,336	5.8	0.5
Hugo	7,278,065	7,262,305	7,211,294	0.9	0.2
Idabel	8,512,566	8,485,272	8,325,209	2.3	0.3
Lawton	71,813,459	71,816,292	71,623,671	0.3	0.0
McAlester	30,461,885	30,334,763	29,604,798	2.9	0.4
Miami	13,064,277	13,054,112	13,003,888	0.5	0.1
Midwest City	60,294,438	59,983,701	58,290,353	3.4	0.5
Moore	63,301,258	63,084,913	61,076,003	3.6	0.3
Muskogee	43,884,051	43,851,859	44,042,525	-0.4	0.1
Norman	129,574,856	129,274,759	124,898,881	3.7	0.2
Oklahoma City	634,834,737	632,574,363	614,167,116	3.4	0.4
Okmulgee	12,284,773	12,240,317	11,918,756	3.1	0.4
Pauls Valley	11,273,804	11,286,359	11,224,947	0.4	-0.1
Pawhuska	4,152,077	4,126,111	4,246,452	-2.2	0.6
Ponca City	26,629,195	26,639,151	27,410,611	-2.9	0.0
Poteau	13,383,125	13,386,681	13,400,618	-0.1	0.0
Sand Springs	25,264,706	25,066,819	24,349,896	3.8	0.8
Sapulpa	18,101,996	17,992,172	16,881,295	7.2	0.6
Seminole	9,985,456	9,987,442	9,751,400	2.4	0.0
Shawnee	43,801,148	43,694,329	42,776,742	2.4	0.2
Stillwater	60,481,384	60,320,947	58,073,669	4.1	0.3
Tahlequah	25,231,291	25,203,752	24,389,691	3.5	0.1
Tulsa	517,929,837	516,935,666	510,478,772	1.5	0.2
Watonga	3,172,491	3,152,420	2,957,609	7.3	0.6
Weatherford	17,610,432	17,561,597	16,824,340	4.7	0.3
Wewoka	1,662,449	1,660,358	1,649,096	0.8	0.1
Woodward	21,238,419	21,277,193	21,318,115	-0.4	-0.2
Total Selected Cities	2,473,641,641	2,466,609,914	2,404,717,955	2.87	0.29

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

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

CENTER FOR ECONOMIC AND MANAGEMENT RESEARCH



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

Disclaimer

While the University of Oklahoma strives to make the information on its website and publications as timely and accurate as possible, we make no claims, promises, or guarantees about the accuracy, completeness or adequacy of the contents, and expressly disclaim liability for errors and omissions in the contents. No warranty of any kind, implied, expressed, or statutory, including but not limited to the warranties of non-infringement of third party rights, title, merchantability, fitness for a particular purpose or freedom from computer virus, is given with respect to the contents of this website or its links to other Internet resources. Reference in this site to any specific commercial or non commercial product, process, or service, or the use of any trade, firm or corporation name is for the information and convenience of the public, and does not constitute endorsement, recommendation, or favoring by the University of Oklahoma.



EQUAL OPPORTUNITY STATEMENT

The University of Oklahoma, in compliance with all applicable federal and state laws and regulations, does not discriminate on the basis of race, color, national origin, sex, sexual orientation, genetic information, gender identity, gender expression, age, religion, disability, political beliefs, or status as a veteran in any of its policies, practices or procedures. This includes, but is not limited to: admissions, employment, financial aid and educational services. Inquiries regarding non-discrimination policies may be directed to: Bobby J. Mason, University Equal Opportunity Officer and Title IX Coordinator, (405) 325-3546, bjm@ou.edu, or visit www.ou.edu/eoo.

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