

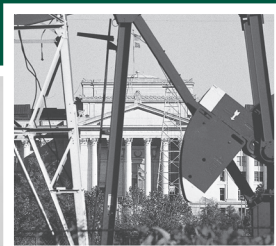


Center for Economic & Management Research



OKLAHOMA BUSINESS BULLETIN

Monthly Digest



**September
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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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ADJUSTED RETAIL TRADE FOR METRO AREAS AND STATE

	September 2018	August 2018	September 2017	Percentage Change	
				Sep '18 Sep '17	Sep '18 Aug '18
OKLAHOMA					
Durable Goods	872,573,243	868,134,296	828,023,854	5.4	0.5
Lumber, Building Materials and Hardware	309,153,433	308,276,185	298,705,656	3.5	0.3
Auto Accessories and Repair	202,320,404	200,583,524	183,162,714	10.5	0.9
Furniture	79,999,119	80,202,824	81,042,844	-1.3	-0.3
Computer, Electronics and Music Stores	125,727,340	124,960,806	114,617,669	9.7	0.6
Miscellaneous Durables	138,876,030	137,701,765	134,190,851	3.5	0.9
Used Merchandise	16,496,917	16,409,192	16,304,120	1.2	0.5
Nondurable Goods	2,530,391,989	2,553,715,597	2,485,179,754	1.8	-0.9
General Merchandise	824,132,134	821,026,691	796,467,633	3.5	0.4
Food Stores	313,564,492	312,544,949	308,929,630	1.5	0.3
Apparel	126,987,522	127,271,120	125,211,850	1.4	-0.2
Eating and Drinking Places	673,441,453	670,178,446	647,821,952	4.0	0.5
Drug Stores	42,172,270	42,396,557	45,585,083	-7.5	-0.5
Liquor Stores	51,195,048	50,486,080	48,728,475	5.1	1.4
Miscellaneous Nondurables	140,243,483	139,819,547	138,197,964	1.5	0.3
Gasoline	358,655,588	389,992,205	374,237,167	-4.2	-8.0
Total Retail Trade	3,402,965,232	3,421,849,892	3,313,203,609	2.7	-0.6
OKLAHOMA CITY MSA					
Durable Goods	324,479,179	323,747,267	317,986,666	2.0	0.2
Lumber, Building Materials and Hardware	112,873,650	112,923,372	112,273,814	0.5	0.0
Auto Accessories and Repair	66,734,785	66,475,619	65,636,192	1.7	0.4
Furniture	32,512,494	32,490,346	32,647,524	-0.4	0.1
Computer, Electronics and Music Stores	45,823,135	45,440,322	41,567,190	10.2	0.8
Miscellaneous Durables	59,715,909	59,625,557	59,295,068	0.7	0.2
Used Merchandise	6,819,206	6,792,052	6,566,879	3.8	0.4
Nondurable Goods	836,237,717	861,518,613	875,206,635	-4.5	-2.9
General Merchandise	274,330,632	273,969,025	270,197,935	1.5	0.1
Food Stores	93,784,842	93,850,425	95,204,646	-1.5	-0.1
Apparel	55,276,080	55,514,381	57,113,118	-3.2	-0.4
Eating and Drinking Places	262,664,165	262,887,774	266,114,162	-1.3	-0.1
Drug Stores	16,889,971	16,860,591	16,675,549	1.3	0.2
Liquor Stores	17,359,131	17,525,777	19,037,854	-8.8	-1.0
Miscellaneous Nondurables	47,925,565	48,305,630	51,249,557	-6.5	-0.8
Gasoline	68,007,331	92,605,010	99,613,814	-31.7	-26.6
Total Retail Trade	1,160,716,896	1,185,265,880	1,193,193,301	-2.7	-2.1
TULSA MSA					
Durable Goods	209,602,916	209,036,292	206,327,448	1.6	0.3
Lumber, Building Materials and Hardware	69,861,221	70,040,745	71,785,006	-2.7	-0.3
Auto Accessories and Repair	31,507,764	31,217,582	29,500,253	6.8	0.9
Furniture	22,671,344	22,806,002	23,493,628	-3.5	-0.6
Computer, Electronics and Music Stores	39,027,507	38,604,166	35,302,677	10.6	1.1
Miscellaneous Durables	41,677,185	41,515,716	41,398,907	0.7	0.4
Used Merchandise	4,857,895	4,852,081	4,846,976	0.2	0.1
Nondurable Goods	660,511,750	667,206,038	646,496,884	2.2	-1.0
General Merchandise	200,700,155	199,992,915	194,197,567	3.3	0.4
Food Stores	92,549,567	92,346,654	88,794,688	4.2	0.2
Apparel	36,302,849	36,182,533	34,995,903	3.7	0.3
Eating and Drinking Places	176,019,165	175,332,039	167,452,391	5.1	0.4
Drug Stores	13,065,331	13,299,522	16,142,877	-19.1	-1.8
Liquor Stores	14,891,799	14,830,073	14,656,021	1.6	0.4
Miscellaneous Nondurables	31,839,032	31,765,499	30,980,117	2.8	0.2
Gasoline	95,143,852	103,456,803	99,277,320	-4.2	-8.0
Total Retail Trade	870,114,666	876,242,330	852,824,331	2.0	-0.7

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	18,285,832	18,074,930	17,828,359	2.6	1.2
Lumber, Building Materials and Hardware	6,497,716	6,664,635	6,842,605	-5.0	-2.5
Auto Accessories and Repair	3,531,805	3,582,936	3,029,993	16.6	-1.4
Furniture	1,636,531	1,644,592	1,924,983	-15.0	-0.5
Computer, Electronics and Music Stores	2,953,263	2,742,292	2,499,943	18.1	7.7
Miscellaneous Durables	3,297,158	3,081,484	3,209,553	2.7	7.0
Used Merchandise	369,359	358,991	321,283	15.0	2.9
Nondurable Goods	65,745,841	64,799,967	64,342,274	2.2	1.5
General Merchandise	27,870,104	27,470,265	26,721,557	4.3	1.5
Food Stores	4,480,208	4,544,334	5,312,111	-15.7	-1.4
Apparel	3,613,533	3,578,510	3,608,212	0.1	1.0
Eating and Drinking Places	17,277,375	17,314,736	17,072,588	1.2	-0.2
Drug Stores	778,437	772,367	767,432	1.4	0.8
Liquor Stores	1,326,780	1,244,844	1,246,251	6.5	6.6
Miscellaneous Nondurables	3,117,398	3,102,774	3,133,122	-0.5	0.5
Gasoline	7,282,005	6,772,136	6,481,001	12.4	7.5
Total Retail Trade	84,031,673	82,874,897	82,170,633	2.3	1.4
ENID MICROSA					
Durable Goods	14,275,872	14,377,726	14,193,286	0.6	-0.7
Lumber, Building Materials and Hardware	5,169,910	5,277,722	4,890,806	5.7	-2.0
Auto Accessories and Repair	3,765,932	3,720,302	3,795,613	-0.8	1.2
Furniture	898,476	880,301	897,571	0.1	2.1
Computer, Electronics and Music Stores	1,801,427	1,813,992	1,703,632	5.7	-0.7
Miscellaneous Durables	2,317,064	2,363,755	2,573,953	-10.0	-2.0
Used Merchandise	323,063	321,652	331,712	-2.6	0.4
Nondurable Goods	43,794,057	43,187,526	41,974,534	4.3	1.4
General Merchandise	14,762,212	14,674,817	14,253,750	3.6	0.6
Food Stores	6,863,835	6,775,748	6,647,127	3.3	1.3
Apparel	2,399,740	2,345,846	2,214,123	8.4	2.3
Eating and Drinking Places	10,077,631	10,010,506	9,829,374	2.5	0.7
Drug Stores	938,569	977,948	980,112	-4.2	-4.0
Liquor Stores	749,627	751,412	772,114	-2.9	-0.2
Miscellaneous Nondurables	2,083,507	2,146,743	2,010,068	3.7	-2.9
Gasoline	5,918,935	5,504,505	5,267,866	12.4	7.5
Total Retail Trade	58,069,929	57,565,251	56,167,820	3.4	0.9

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

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

ADJUSTED RETAIL TRADE FOR SELECTED CITIES

	Sep 2018	Aug 2018	Sep 2017	Percentage Change	
				Sep '18 Sep '17	Sep '18 Aug '18
Ada	28,780,580	28,732,911	28,221,421	2.0	0.2
Altus	18,913,316	18,848,581	18,330,348	3.2	0.3
Alva	6,811,182	6,784,655	6,601,244	3.2	0.4
Anadarko	5,496,503	5,500,978	5,392,003	1.9	-0.1
Ardmore	42,109,517	41,759,230	38,103,033	10.5	0.8
Bartlesville	39,977,915	39,839,193	38,491,254	3.9	0.3
Blackwell	5,716,833	5,726,404	5,697,758	0.3	-0.2
Broken Arrow	90,010,130	89,688,607	85,365,071	5.4	0.4
Chickasha	21,207,223	21,030,717	19,365,469	9.5	0.8
Clinton	8,804,927	8,801,040	8,701,236	1.2	0.0
Cushing	9,772,637	9,760,742	9,636,033	1.4	0.1
Del City	19,506,111	19,471,628	19,009,383	2.6	0.2
Duncan	24,481,356	24,385,365	23,199,613	5.5	0.4
Durant	26,724,756	26,645,238	25,670,183	4.1	0.3
Edmond	117,147,913	116,794,055	112,269,560	4.3	0.3
El Reno	16,628,186	16,491,861	14,651,347	13.5	0.8
Elk City	21,175,578	21,084,261	19,961,440	6.1	0.4
Enid	54,986,880	54,783,105	52,929,036	3.9	0.4
Guthrie	13,386,833	13,307,472	12,553,640	6.6	0.6
Guymon	13,737,169	13,694,196	13,106,391	4.8	0.3
Henryetta	6,173,227	6,152,826	5,724,383	7.8	0.3
Hobart	2,485,709	2,492,237	2,503,722	-0.7	-0.3
Holdenville	4,307,537	4,281,680	4,018,958	7.2	0.6
Hugo	7,211,471	7,204,845	7,067,453	2.0	0.1
Idabel	8,514,645	8,486,866	8,459,700	0.6	0.3
Lawton	72,245,008	72,189,166	71,268,727	1.4	0.1
McAlester	30,115,630	30,031,089	29,296,519	2.8	0.3
Miami	13,139,366	13,119,944	12,887,797	2.0	0.1
Midwest City	59,595,349	59,365,882	58,005,536	2.7	0.4
Moore	63,359,989	63,106,861	60,599,627	4.6	0.4
Muskogee	43,526,813	43,547,632	43,707,752	-0.4	0.0
Norman	130,403,166	129,937,591	123,446,549	5.6	0.4
Oklahoma City	632,707,566	630,577,288	608,993,295	3.9	0.3
Okmulgee	12,221,175	12,182,918	11,793,463	3.6	0.3
Pauls Valley	11,460,521	11,446,771	11,020,293	4.0	0.1
Pawhuska	4,019,397	4,015,998	4,274,497	-6.0	0.1
Ponca City	26,595,172	26,625,670	27,206,747	-2.2	-0.1
Poteau	13,461,763	13,455,361	13,255,879	1.6	0.0
Sand Springs	24,978,458	24,795,876	23,822,983	4.9	0.7
Sapulpa	18,070,604	17,953,185	16,657,847	8.5	0.7
Seminole	10,071,857	10,057,431	9,659,809	4.3	0.1
Shawnee	43,696,106	43,594,915	42,755,519	2.2	0.2
Stillwater	60,991,841	60,736,577	57,214,010	6.6	0.4
Tahlequah	25,493,429	25,418,064	23,999,334	6.2	0.3
Tulsa	517,617,449	516,639,850	507,127,587	2.1	0.2
Watonga	3,169,731	3,148,086	2,986,324	6.1	0.7
Weatherford	17,786,876	17,705,334	16,699,094	6.5	0.5
Wewoka	1,635,921	1,637,151	1,560,077	4.9	-0.1
Woodward	21,439,546	21,449,263	20,974,382	2.2	0.0
Total Selected Cities	2,471,870,864	2,464,486,597	2,384,243,327	3.68	0.30

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