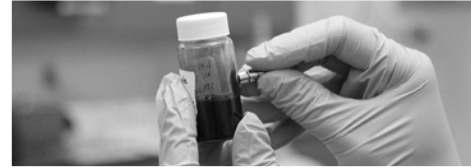




Center for Economic & Management Research



OKLAHOMA BUSINESS BULLETIN



*The Oklahoma Business Bulletin
Monthly Digest*

is published online monthly

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

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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.

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On the cover: are images representing Oklahoma's five major industry sectors: Aerospace & Defense; Agriculture & Biosciences; Energy; Information & Financial Services; Transportation & Distribution. Source: Oklahoma Department of Commerce. Other images are of the University of Oklahoma Price College of Business in Norman and the Gene Rainbolt Graduate School of Business in Oklahoma City, Oklahoma

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

	Sep 2019	Aug 2019	Sep 2018	Percentage Change Sep '19 Sep '18	Percentage Change Sep '19 Aug '19
OKLAHOMA					
Durable Goods	848,272,934	846,715,447	855,480,957	-0.8	0.2
Lumber, Building Materials and Hardware	326,512,527	323,446,420	304,278,335	7.3	0.9
Auto Accessories and Repair	188,656,488	189,358,721	194,802,306	-3.2	-0.4
Furniture	81,554,065	81,097,811	82,455,972	-1.1	0.6
Computer, Electronics and Music Stores	92,507,119	95,268,042	122,695,475	-24.6	-2.9
Miscellaneous Durables	141,913,177	140,574,572	134,922,115	5.2	1.0
Used Merchandise	17,129,558	16,969,881	16,326,754	4.9	0.9
Nondurable Goods	2,565,575,023	2,613,789,105	2,532,590,284	1.3	-1.8
General Merchandise	874,054,538	868,165,133	818,590,006	6.8	0.7
Food Stores	324,055,542	324,585,174	317,730,342	2.0	-0.2
Apparel	125,981,930	125,494,523	128,967,252	-2.3	0.4
Eating and Drinking Places	696,813,270	693,533,583	672,750,868	3.6	0.5
Drug Stores	45,990,429	45,612,306	42,815,105	7.4	0.8
Liquor Stores	39,596,894	39,182,533	49,815,141	-20.5	1.1
Miscellaneous Nondurables	158,946,438	156,747,260	143,058,062	11.1	1.4
Gasoline	300,135,981	360,468,593	358,863,508	-16.4	-16.7
Total Retail Trade	3,413,847,956	3,460,504,552	3,388,071,241	0.8	-1.3
OKLAHOMA CITY MSA					
Durable Goods	332,246,237	331,319,147	326,708,495	1.7	0.3
Lumber, Building Materials and Hardware	125,912,320	124,894,633	116,291,750	8.3	0.8
Auto Accessories and Repair	70,360,182	70,040,129	66,413,075	5.9	0.5
Furniture	32,723,109	32,659,221	33,809,675	-3.2	0.2
Computer, Electronics and Music Stores	35,322,303	36,046,090	43,116,658	-18.1	-2.0
Miscellaneous Durables	60,622,776	60,437,578	60,333,196	0.5	0.3
Used Merchandise	7,305,547	7,241,494	6,744,141	8.3	0.9
Nondurable Goods	882,187,399	905,655,783	912,767,594	-3.4	-2.6
General Merchandise	291,405,507	290,133,449	281,502,297	3.5	0.4
Food Stores	103,679,459	103,000,569	98,111,406	5.7	0.7
Apparel	57,680,414	57,651,595	58,297,912	-1.1	0.0
Eating and Drinking Places	281,149,517	280,362,260	277,039,467	1.5	0.3
Drug Stores	16,390,850	16,421,579	16,759,696	-2.2	-0.2
Liquor Stores	13,119,962	13,743,051	18,787,656	-30.2	-4.5
Miscellaneous Nondurables	53,619,190	53,304,029	51,158,179	4.8	0.6
Gasoline	65,142,501	91,039,250	111,110,981	-41.4	-28.4
Total Retail Trade	1,214,433,636	1,236,974,930	1,239,476,089	-2.0	-1.8
TULSA MSA					
Durable Goods	208,145,720	207,748,223	206,747,220	0.7	0.2
Lumber, Building Materials and Hardware	74,653,460	74,098,598	70,484,070	5.9	0.7
Auto Accessories and Repair	32,391,087	32,229,326	30,408,253	6.5	0.5
Furniture	22,580,529	22,567,205	23,369,661	-3.4	0.1
Computer, Electronics and Music Stores	32,063,143	32,511,468	36,825,173	-12.9	-1.4
Miscellaneous Durables	41,382,178	41,296,452	40,887,809	1.2	0.2
Used Merchandise	5,075,323	5,045,174	4,772,254	6.4	0.6
Nondurable Goods	664,013,475	677,968,507	657,203,679	1.0	-2.1
General Merchandise	210,624,598	209,571,417	197,838,862	6.5	0.5
Food Stores	97,279,720	96,992,545	93,566,928	4.0	0.3
Apparel	34,827,593	34,873,726	36,013,656	-3.3	-0.1
Eating and Drinking Places	180,004,339	179,531,875	174,500,107	3.2	0.3
Drug Stores	14,950,538	14,837,840	13,720,653	9.0	0.8
Liquor Stores	10,567,311	10,822,010	14,700,856	-28.1	-2.4
Miscellaneous Nondurables	36,139,556	35,714,289	31,663,610	14.1	1.2
Gasoline	79,619,820	95,624,804	95,199,008	-16.4	-16.7
Total Retail Trade	872,159,194	885,716,730	863,950,899	1.0	-1.5

ADJUSTED RETAIL TRADE FOR METRO AREAS AND STATE

	Sep 2019	Aug 2019	Sep 2018	Percentage Change	
				Sep '19 Sep '18	Sep '19 Aug '19
LAWTON MSA					
Durable Goods	18,360,691	18,346,163	17,969,799	2.2	0.1
Lumber, Building Materials and Hardware	7,284,609	7,219,949	6,592,041	10.5	0.9
Auto Accessories and Repair	3,612,965	3,621,018	3,643,502	-0.8	-0.2
Furniture	1,535,457	1,555,325	1,682,285	-8.7	-1.3
Computer, Electronics and Music Stores	2,059,062	2,121,915	2,658,922	-22.6	-3.0
Miscellaneous Durables	3,477,634	3,439,367	3,026,817	14.9	1.1
Used Merchandise	390,964	388,590	366,232	6.8	0.6
Nondurable Goods	67,675,672	68,576,074	65,849,737	2.8	-1.3
General Merchandise	28,790,526	28,667,183	27,681,177	4.0	0.4
Food Stores	4,948,401	4,919,504	4,602,724	7.5	0.6
Apparel	3,558,143	3,559,166	3,587,023	-0.8	0.0
Eating and Drinking Places	18,404,348	18,318,214	17,566,855	4.8	0.5
Drug Stores	820,252	813,338	763,054	7.5	0.8
Liquor Stores	1,105,819	1,105,504	1,211,198	-8.7	0.0
Miscellaneous Nondurables	3,954,338	3,874,350	3,151,479	25.5	2.1
Gasoline	6,093,845	7,318,815	7,286,226	-16.4	-16.7
Total Retail Trade	86,036,363	86,922,237	83,819,536	2.6	-1.0
ENID MICROSA					
Durable Goods	13,931,642	13,925,107	13,971,837	-0.3	0.0
Lumber, Building Materials and Hardware	5,372,273	5,338,218	5,098,908	5.4	0.6
Auto Accessories and Repair	3,829,822	3,825,826	3,588,754	6.7	0.1
Furniture	942,009	935,635	896,256	5.1	0.7
Computer, Electronics and Music Stores	1,123,297	1,188,557	1,826,537	-38.5	-5.5
Miscellaneous Durables	2,348,754	2,321,528	2,242,669	4.7	1.2
Used Merchandise	315,487	315,342	318,713	-1.0	0.0
Nondurable Goods	43,593,808	44,535,234	43,542,377	0.1	-2.1
General Merchandise	14,954,434	14,932,113	14,529,321	2.9	0.1
Food Stores	6,866,148	6,860,762	6,809,251	0.8	0.1
Apparel	2,079,969	2,108,377	2,391,058	-13.0	-1.3
Eating and Drinking Places	10,440,752	10,429,114	9,964,215	4.8	0.1
Drug Stores	917,418	923,613	992,147	-7.5	-0.7
Liquor Stores	599,789	607,089	715,741	-16.2	-1.2
Miscellaneous Nondurables	2,782,118	2,725,310	2,218,279	25.4	2.1
Gasoline	4,953,179	5,948,856	5,922,367	-16.4	-16.7
Total Retail Trade	57,525,450	58,460,341	57,514,215	0.0	-1.6

The Oct distribution of sales tax collections by the Oklahoma Tax Commission primarily represents local tax receipts from Aug business 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 2019	Aug 2019	Sep 2018	Percentage Change	
				Sep '19 Sep '18	Sep '19 Aug '19
Ada	28,726,622	28,828,344	29,664,079	-3.2	-0.4
Altus	18,653,608	18,663,743	18,787,691	-0.7	-0.1
Alva	6,637,206	6,683,657	6,877,796	-3.5	-0.7
Anadarko	5,358,086	5,379,097	5,567,924	-3.8	-0.4
Ardmore	42,078,352	41,911,282	40,625,278	3.6	0.4
Bartlesville	40,491,159	40,369,146	39,524,707	2.4	0.3
Blackwell	5,635,730	5,617,489	5,551,394	1.5	0.3
Broken Arrow	90,160,048	90,193,033	90,295,038	-0.1	0.0
Chickasha	21,621,327	21,572,371	21,015,039	2.9	0.2
Clinton	8,039,215	8,111,292	8,695,508	-7.5	-0.9
Cushing	10,012,232	10,003,471	9,781,751	2.4	0.1
Del City	20,133,428	20,064,853	19,322,003	4.2	0.3
Duncan	23,936,530	23,947,370	23,893,762	0.2	0.0
Durant	27,478,158	27,304,492	25,972,594	5.8	0.6
Edmond	125,917,698	124,954,167	116,409,823	8.2	0.8
El Reno	17,073,626	17,022,140	16,297,170	4.8	0.3
Elk City	19,389,043	19,488,240	20,578,581	-5.8	-0.5
Enid	55,464,302	55,333,031	54,109,700	2.5	0.2
Guthrie	12,460,978	12,426,021	12,462,087	0.0	0.3
Guymon	14,169,678	14,117,183	13,656,992	3.8	0.4
Henryetta	6,076,866	6,102,811	6,262,732	-3.0	-0.4
Hobart	2,488,865	2,496,426	2,553,575	-2.5	-0.3
Holdenville	4,144,074	4,145,439	4,207,214	-1.5	0.0
Hugo	7,172,922	7,179,260	7,366,986	-2.6	-0.1
Idabel	8,525,165	8,504,048	8,369,583	1.9	0.2
Lawton	74,253,907	74,012,853	71,966,763	3.2	0.3
McAlester	31,106,182	31,073,147	30,458,736	2.1	0.1
Miami	12,649,675	12,703,397	13,044,204	-3.0	-0.4
Midwest City	59,666,710	59,691,199	60,625,458	-1.6	0.0
Moore	64,060,592	63,983,624	62,877,218	1.9	0.1
Muskogee	44,714,889	44,675,808	44,945,370	-0.5	0.1
Norman	131,743,003	131,363,869	127,566,022	3.3	0.3
Oklahoma City	641,476,863	640,147,401	631,712,826	1.5	0.2
Okmulgee	11,726,704	11,719,347	12,210,880	-4.0	0.1
Pauls Valley	11,369,832	11,344,184	11,142,319	2.0	0.2
Pawhuska	4,095,648	4,061,258	4,104,053	-0.2	0.8
Ponca City	26,777,632	26,693,422	26,064,023	2.7	0.3
Poteau	13,768,674	13,737,190	13,313,215	3.4	0.2
Sand Springs	26,007,034	25,917,818	25,787,807	0.9	0.3
Sapulpa	18,768,087	18,666,800	17,758,092	5.7	0.5
Seminole	9,916,625	9,915,102	10,031,446	-1.1	0.0
Shawnee	46,161,234	45,906,040	42,828,742	7.8	0.6
Stillwater	62,369,554	61,956,134	59,813,264	4.3	0.7
Tahlequah	26,360,933	26,253,644	25,235,671	4.5	0.4
Tulsa	523,513,656	522,451,416	514,257,173	1.8	0.2
Watonga	2,874,660	2,896,698	3,101,426	-7.3	-0.8
Weatherford	17,628,737	17,647,392	17,519,055	0.6	-0.1
Wewoka	1,506,876	1,513,596	1,686,747	-10.7	-0.4
Woodward	21,452,473	21,452,017	21,742,888	-1.3	0.0
Total Selected Cities	2,505,815,096	2,500,201,762	2,457,642,404	1.96	0.22

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