

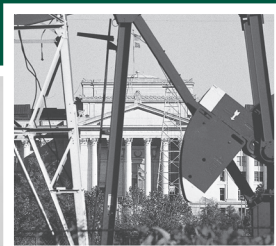


Center for Economic & Management Research



OKLAHOMA BUSINESS BULLETIN

Monthly Digest



**April 2016
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.

ADJUSTED RETAIL TRADE FOR METRO AREAS AND STATE

	April 2016	March 2016	April 2015	Percentage Change	
				April '16 April '15	April '16 March '16
OKLAHOMA					
Durable Goods	825,510,093	834,907,674	834,006,823	-1.0	-1.1
Lumber, Building Materials and Hardware	257,608,168	266,769,977	298,118,874	-13.6	-3.4
Auto Accessories and Repair	157,522,330	163,083,132	182,756,972	-13.8	-3.4
Furniture	82,222,847	83,030,985	83,346,900	-1.3	-1.0
Computer, Electronics and Music Stores	137,865,619	136,356,524	124,688,082	10.6	1.1
Miscellaneous Durables	173,934,538	169,450,178	129,800,127	34.0	2.6
Used Merchandise	16,356,591	16,216,877	15,295,867	6.9	0.9
Nondurable Goods	2,471,463,615	2,429,866,392	2,390,380,051	3.4	1.7
General Merchandise	843,432,973	836,270,731	750,689,484	12.4	0.9
Food Stores	291,735,093	294,564,638	304,029,715	-4.0	-1.0
Apparel	144,791,841	141,694,421	121,201,356	19.5	2.2
Eating and Drinking Places	589,670,161	594,786,333	621,079,604	-5.1	-0.9
Drug Stores	54,369,090	53,452,808	47,939,151	13.4	1.7
Liquor Stores	45,855,473	45,274,561	39,669,597	15.6	1.3
Miscellaneous Nondurables	132,627,313	132,135,170	134,260,743	-1.2	0.4
Gasoline	368,981,673	331,687,731	371,510,402	-0.7	11.2
Total Retail Trade	3,296,973,708	3,264,774,066	3,224,386,874	2.3	1.0
OKLAHOMA CITY MSA					
Durable Goods	323,957,795	325,805,544	326,767,890	-0.9	-0.6
Lumber, Building Materials and Hardware	99,476,705	102,342,299	117,666,032	-15.5	-2.8
Auto Accessories and Repair	59,229,566	60,282,855	66,578,642	-11.0	-1.7
Furniture	33,258,504	33,458,688	33,380,106	-0.4	-0.6
Computer, Electronics and Music Stores	48,731,044	48,060,584	41,863,874	16.4	1.4
Miscellaneous Durables	76,368,932	74,800,747	60,890,340	25.4	2.1
Used Merchandise	6,893,044	6,860,371	6,388,897	7.9	0.5
Nondurable Goods	838,479,021	856,602,457	853,932,464	-1.8	-2.1
General Merchandise	260,332,180	261,820,620	259,233,052	0.4	-0.6
Food Stores	95,034,866	94,842,883	93,360,453	1.8	0.2
Apparel	54,104,473	54,831,074	57,009,161	-5.1	-1.3
Eating and Drinking Places	260,390,462	259,052,816	256,489,081	1.5	0.5
Drug Stores	15,493,368	15,806,526	17,822,544	-13.1	-2.0
Liquor Stores	15,390,222	15,522,484	15,425,058	-0.2	-0.9
Miscellaneous Nondurables	37,573,466	45,910,848	53,746,708	-30.1	-18.2
Gasoline	108,815,206	108,815,206	100,846,407	7.9	0.0
Total Retail Trade	1,162,436,817	1,182,408,001	1,180,700,354	-1.5	-1.7
TULSA MSA					
Durable Goods	205,799,793	206,536,555	204,642,550	0.6	-0.4
Lumber, Building Materials and Hardware	55,953,843	57,639,920	66,758,142	-16.2	-2.9
Auto Accessories and Repair	27,771,396	28,215,467	30,664,920	-9.4	-1.6
Furniture	23,691,250	23,782,887	24,180,890	-2.0	-0.4
Computer, Electronics and Music Stores	41,061,291	40,855,093	40,537,497	1.3	0.5
Miscellaneous Durables	52,463,901	51,251,307	38,324,105	36.9	2.4
Used Merchandise	4,858,111	4,791,881	4,176,996	16.3	1.4
Nondurable Goods	652,761,057	658,087,185	622,327,306	4.9	-0.8
General Merchandise	209,341,269	206,617,608	182,643,795	14.6	1.3
Food Stores	83,216,281	83,482,902	81,835,422	1.7	-0.3
Apparel	40,822,202	40,111,762	35,023,472	16.6	1.8
Eating and Drinking Places	155,595,475	156,549,688	160,971,417	-3.3	-0.6
Drug Stores	17,878,393	17,681,104	16,397,831	9.0	1.1
Liquor Stores	13,011,687	12,937,746	12,085,311	7.7	0.6
Miscellaneous Nondurables	30,610,327	30,709,948	30,383,645	0.7	-0.3
Gasoline	102,285,423	109,996,427	102,986,412	-0.7	-7.0
Total Retail Trade	858,560,849	864,623,739	826,969,856	3.8	-0.7

ADJUSTED RETAIL TRADE FOR METRO AREAS AND STATE

	April 2016	March 2016	April 2015	Percentage Change	
				April '16 April '15	April '16 March '16
LAWTON MSA					
Durable Goods	17,518,234	17,763,737	19,550,318	-10.4	-1.4
Lumber, Building Materials and Hardware	5,055,922	5,323,750	7,392,806	-31.6	-5.0
Auto Accessories and Repair	2,482,554	2,548,570	3,126,884	-20.6	-2.6
Furniture	1,899,084	1,903,391	1,928,941	-1.5	-0.2
Computer, Electronics and Music Stores	3,560,786	3,556,774	3,477,617	2.4	0.1
Miscellaneous Durables	4,222,196	4,129,681	3,263,999	29.4	2.2
Used Merchandise	297,692	301,573	360,071	-17.3	-1.3
Nondurable Goods	67,602,506	67,915,596	66,528,402	1.6	-0.5
General Merchandise	30,022,720	29,636,865	26,765,184	12.2	1.3
Food Stores	5,136,228	5,208,237	5,802,535	-11.5	-1.4
Apparel	4,048,359	3,997,809	3,882,616	4.3	1.3
Eating and Drinking Places	15,461,834	15,731,283	17,428,340	-11.3	-1.7
Drug Stores	957,262	950,163	965,154	-0.8	0.7
Liquor Stores	1,177,312	1,165,661	1,078,315	9.2	1.0
Miscellaneous Nondurables	3,507,899	3,498,690	3,265,398	7.4	0.3
Gasoline	7,290,893	7,726,887	7,340,859	-0.7	-5.6
Total Retail Trade	85,120,740	85,679,333	86,078,720	-1.1	-0.7
ENID MICROSA					
Durable Goods	13,154,418	13,341,618	15,171,893	-13.3	-1.4
Lumber, Building Materials and Hardware	4,582,848	4,718,559	5,855,145	-21.7	-2.9
Auto Accessories and Repair	3,074,152	3,156,734	3,880,695	-20.8	-2.6
Furniture	976,016	992,727	1,166,470	-16.3	-1.7
Computer, Electronics and Music Stores	2,181,187	2,172,143	2,182,383	-0.1	0.4
Miscellaneous Durables	1,958,404	1,924,525	1,749,860	11.9	1.8
Used Merchandise	381,812	376,931	337,339	13.2	1.3
Nondurable Goods	44,140,829	44,782,459	44,691,098	-1.2	-1.4
General Merchandise	16,538,155	16,308,729	13,800,201	19.8	1.4
Food Stores	6,243,368	6,332,934	7,351,594	-15.1	-1.4
Apparel	2,527,964	2,501,356	2,346,563	7.7	1.1
Eating and Drinking Places	8,981,199	9,266,028	11,189,848	-19.7	-3.1
Drug Stores	1,221,196	1,211,649	1,251,856	-2.4	0.8
Liquor Stores	703,441	687,408	544,289	29.2	2.3
Miscellaneous Nondurables	2,019,653	2,053,885	2,260,418	-10.7	-1.7
Gasoline	5,905,854	6,420,471	5,946,329	-0.7	-8.0
Total Retail Trade	57,295,247	58,124,077	59,862,990	-4.3	-1.4

The May distribution of sales tax collections by the Oklahoma Tax Commission primarily represents local tax receipts from March business. The monies they reported this period represent sales from March 16th to March 31st and estimated sales from April 1st to April 15th.

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

ADJUSTED RETAIL TRADE FOR SELECTED CITIES

	April 2016	March 2016	April 2015	Percentage Change	
				April '16 April '15	April '16 March '16
Ada	27,905,913	27,863,500	27,162,975	2.7	0.2
Altus	18,566,063	18,541,199	17,743,331	4.6	0.1
Alva	6,931,406	7,055,769	8,596,020	-19.4	-1.8
Anadarko	5,751,883	5,721,463	5,515,143	4.3	0.5
Ardmore	39,933,274	39,788,036	37,481,441	6.5	0.4
Bartlesville	38,273,546	38,298,820	38,712,798	-1.1	-0.1
Blackwell	5,606,583	5,625,479	5,848,935	-4.1	-0.3
Broken Arrow	84,830,587	84,290,385	76,723,964	10.6	0.6
Chickasha	17,859,112	18,054,880	18,982,492	-5.9	-1.1
Clinton	8,078,175	8,217,820	9,142,515	-11.6	-1.7
Cushing	9,181,386	9,300,981	10,148,529	-9.5	-1.3
Del City	17,005,434	17,313,744	18,732,461	-9.2	-1.8
Duncan	22,368,097	22,665,869	24,475,859	-8.6	-1.3
Durant	23,793,390	23,968,596	24,219,800	-1.8	-0.7
Edmond	108,412,182	109,155,484	106,392,553	1.9	-0.7
El Reno	13,632,436	13,651,196	14,018,390	-2.8	-0.1
Elk City	18,357,822	18,540,403	20,467,761	-10.3	-1.0
Enid	55,571,280	55,570,884	54,636,006	1.7	0.0
Guthrie	11,393,378	11,365,364	11,061,602	3.0	0.2
Guymon	13,313,142	13,386,090	13,410,470	-0.7	-0.5
Henryetta	5,583,576	5,587,470	5,598,349	-0.3	-0.1
Hobart	2,581,605	2,585,192	2,553,389	1.1	-0.1
Holdenville	3,992,743	4,001,822	4,085,533	-2.3	-0.2
Hugo	6,954,348	6,942,890	6,963,676	-0.1	0.2
Idabel	8,452,780	8,423,246	8,143,781	3.8	0.4
Lawton	73,753,177	74,052,462	76,137,682	-3.1	-0.4
McAlester	29,175,579	29,377,653	29,377,014	-0.7	-0.7
Miami	12,662,585	12,704,018	12,523,180	1.1	-0.3
Midwest City	58,669,348	58,737,540	59,492,477	-1.4	-0.1
Moore	62,893,264	62,375,736	54,603,428	15.2	0.8
Muskogee	45,617,070	45,415,130	42,177,337	8.2	0.4
Norman	126,887,612	127,519,943	129,846,855	-2.3	-0.5
Oklahoma Cit	623,814,911	622,905,676	616,830,669	1.1	0.1
Okmulgee	11,176,704	11,207,390	11,301,617	-1.1	-0.3
Pauls Valley	10,622,009	10,676,961	11,055,140	-3.9	-0.5
Pawhuska	2,477,295	2,495,544	2,621,921	-5.5	-0.7
Ponca City	26,963,165	26,899,255	26,826,709	0.5	0.2
Poteau	13,379,788	13,390,215	13,212,162	1.3	-0.1
Sand Springs	23,516,575	23,496,036	22,821,696	3.0	0.1
Sapulpa	18,774,957	18,793,373	18,739,723	0.2	-0.1
Seminole	9,416,798	9,385,652	9,154,207	2.9	0.3
Shawnee	43,432,124	43,269,262	40,253,100	7.9	0.4
Stillwater	59,902,803	59,680,771	58,724,482	2.0	0.4
Tahlequah	24,988,694	24,892,718	23,081,125	8.3	0.4
Tulsa	511,479,580	510,809,707	501,325,248	2.0	0.1
Watonga	2,432,412	2,459,040	2,457,012	-1.0	-1.1
Weatherford	15,754,721	15,822,259	15,384,701	2.4	-0.4
Wewoka	1,420,592	1,446,774	1,534,430	-7.4	-1.8
Woodward	19,167,917	19,603,052	21,891,608	-12.4	-2.2
Total Selected Cities	2,402,709,823	2,403,332,750	2,372,191,296	1.29	-0.03

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