

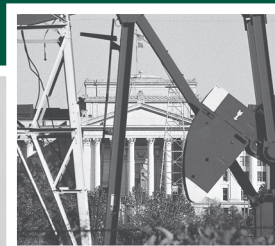


Center for Economic &  
Management Research



# OKLAHOMA BUSINESS BULLETIN

Monthly Digest



**January  
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](#)

Economists: Oklahoma oil industry continues to strengthen

[NewsOK](#)

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

State, national economies finish 2017 strong

[NewsOK](#)

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

Price of oil has topped \$60 per barrel, but industry taking tempered approach

[Tulsa World](#)

*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

	January 2018	December 2017	January 2017	Percentage Change	
				Jan '18 Jan '17	Jan '18 Dec '17
<b>OKLAHOMA</b>					
<b>Durable Goods</b>	<b>828,191,264</b>	<b>818,983,949</b>	<b>856,110,666</b>	-3.3	1.1
Lumber, Building Materials and Hardware	307,841,721	302,348,899	288,400,820	6.7	1.8
Auto Accessories and Repair	176,808,094	174,651,558	184,358,839	-4.1	1.2
Furniture	79,933,394	79,431,878	85,817,706	-6.9	0.6
Computer, Electronics and Music Stores	111,484,627	112,912,014	135,951,598	-18.0	-1.3
Miscellaneous Durables	136,484,690	134,102,272	145,803,854	-6.4	1.8
Used Merchandise	15,638,738	15,537,329	15,777,849	-0.9	0.7
<b>Nondurable Goods</b>	<b>2,382,100,425</b>	<b>2,522,844,028</b>	<b>2,431,069,907</b>	-2.0	-5.6
General Merchandise	783,835,692	781,339,904	795,012,137	-1.4	0.3
Food Stores	301,387,195	301,825,917	313,607,144	-3.9	-0.1
Apparel	121,602,428	121,923,208	129,757,463	-6.3	-0.3
Eating and Drinking Places	619,552,405	616,519,611	606,304,695	2.2	0.5
Drug Stores	46,566,324	46,793,807	48,581,859	-4.1	-0.5
Liquor Stores	45,959,581	45,749,627	41,810,837	9.9	0.5
Miscellaneous Nondurables	139,569,039	135,157,163	137,344,390	1.6	3.3
Gasoline	323,627,761	473,534,791	358,651,382	-9.8	-31.7
<b>Total Retail Trade</b>	<b>3,210,291,689</b>	<b>3,341,827,978</b>	<b>3,287,180,573</b>	-2.3	-3.9
<b>OKLAHOMA CITY MSA</b>					
<b>Durable Goods</b>	<b>319,848,015</b>	<b>320,725,132</b>	<b>316,169,683</b>	1.2	-0.3
Lumber, Building Materials and Hardware	113,336,588	115,413,103	116,468,634	-2.7	-1.8
Auto Accessories and Repair	65,087,933	64,563,001	64,512,476	0.9	0.8
Furniture	32,704,465	32,804,560	32,345,905	1.1	-0.3
Computer, Electronics and Music Stores	41,808,892	41,963,226	39,091,061	7.0	-0.4
Miscellaneous Durables	60,245,794	59,375,262	57,529,424	4.7	1.5
Used Merchandise	6,664,342	6,605,981	6,222,183	7.1	0.9
<b>Nondurable Goods</b>	<b>882,744,766</b>	<b>888,237,055</b>	<b>852,671,562</b>	3.5	-0.6
General Merchandise	272,752,368	271,153,819	267,544,774	1.9	0.6
Food Stores	93,915,476	95,033,803	90,465,780	3.8	-1.2
Apparel	58,006,056	56,741,778	55,723,245	4.1	2.2
Eating and Drinking Places	264,903,664	267,988,098	251,299,260	5.4	-1.2
Drug Stores	16,434,538	16,581,424	17,187,477	-4.4	-0.9
Liquor Stores	19,372,477	17,891,014	17,369,086	11.5	8.3
Miscellaneous Nondurables	51,667,795	50,629,384	49,702,378	4.0	2.1
Gasoline	105,692,392	112,217,735	103,379,563	2.2	-5.8
<b>Total Retail Trade</b>	<b>1,202,592,781</b>	<b>1,208,962,187</b>	<b>1,168,841,246</b>	2.9	-0.5
<b>TULSA MSA</b>					
<b>Durable Goods</b>	<b>206,895,282</b>	<b>205,170,435</b>	<b>196,029,338</b>	5.5	0.8
Lumber, Building Materials and Hardware	72,543,767	72,648,999	70,582,288	2.8	-0.1
Auto Accessories and Repair	28,452,890	28,453,247	28,657,649	-0.7	0.0
Furniture	24,331,468	24,062,694	21,986,672	10.7	1.1
Computer, Electronics and Music Stores	35,740,101	35,222,820	31,556,216	13.3	1.5
Miscellaneous Durables	40,932,745	39,958,388	38,665,116	5.9	2.4
Used Merchandise	4,894,312	4,824,287	4,581,398	6.8	1.5
<b>Nondurable Goods</b>	<b>671,878,437</b>	<b>646,165,776</b>	<b>646,937,875</b>	3.9	4.0
General Merchandise	193,975,338	192,819,849	185,429,044	4.6	0.6
Food Stores	90,160,133	91,305,922	86,801,228	3.9	-1.3
Apparel	35,456,520	35,110,401	32,462,903	9.2	1.0
Eating and Drinking Places	172,137,993	171,836,676	158,514,894	8.6	0.2
Drug Stores	15,564,718	15,078,761	15,950,843	-2.4	3.2
Liquor Stores	14,689,617	14,130,095	13,159,921	11.6	4.0
Miscellaneous Nondurables	31,657,108	31,414,333	29,000,133	9.2	0.8
Gasoline	118,237,011	94,469,739	125,618,910	-5.9	25.2
<b>Total Retail Trade</b>	<b>878,773,719</b>	<b>851,336,212</b>	<b>842,967,213</b>	4.2	3.2

## ADJUSTED RETAIL TRADE FOR METRO AREAS AND STATE

	January 2018	December 2017	January 2017	Percentage Change	
				Jan '18 Jan '17	Jan '18 Dec '17
<b>LAWTON MSA</b>					
<b>Durable Goods</b>	<b>17,943,044</b>	<b>17,742,356</b>	<b>18,074,166</b>	-0.7	1.1
Lumber, Building Materials and Hardware	7,055,748	6,999,212	7,062,860	-0.1	0.8
Auto Accessories and Repair	3,067,687	3,020,756	3,007,469	2.0	1.6
Furniture	1,845,783	1,740,840	1,832,993	0.7	6.0
Computer, Electronics and Music Stores	2,458,750	2,527,226	2,669,087	-7.9	-2.7
Miscellaneous Durables	3,196,771	3,137,724	3,166,573	1.0	1.9
Used Merchandise	318,305	316,597	335,185	-5.0	0.5
<b>Nondurable Goods</b>	<b>67,170,279</b>	<b>65,380,381</b>	<b>67,856,837</b>	-1.0	2.7
General Merchandise	26,830,468	26,920,190	26,951,216	-0.4	-0.3
Food Stores	5,236,046	5,223,887	5,485,242	-4.5	0.2
Apparel	3,608,942	3,631,733	3,515,634	2.7	-0.6
Eating and Drinking Places	17,271,928	17,238,159	16,991,468	1.7	0.2
Drug Stores	775,040	778,541	796,950	-2.7	-0.4
Liquor Stores	1,229,466	1,192,969	1,403,979	-12.4	3.1
Miscellaneous Nondurables	3,168,909	3,164,492	3,097,879	2.3	0.1
Gasoline	9,049,481	7,230,410	9,614,468	-5.9	25.2
<b>Total Retail Trade</b>	<b>85,113,323</b>	<b>83,122,737</b>	<b>85,931,003</b>	-1.0	2.4
<b>ENID MICROSA</b>					
<b>Durable Goods</b>	<b>13,853,620</b>	<b>13,941,904</b>	<b>13,883,955</b>	-0.2	-0.6
Lumber, Building Materials and Hardware	4,765,108	5,153,776	5,157,536	-7.6	-7.5
Auto Accessories and Repair	3,681,826	3,626,742	3,692,517	-0.3	1.5
Furniture	878,256	889,795	884,221	-0.7	-1.3
Computer, Electronics and Music Stores	1,719,101	1,696,033	1,562,511	10.0	1.4
Miscellaneous Durables	2,479,768	2,243,076	2,291,055	8.2	10.6
Used Merchandise	329,562	332,483	296,115	11.3	-0.9
<b>Nondurable Goods</b>	<b>44,037,488</b>	<b>42,442,217</b>	<b>42,848,430</b>	2.8	3.8
General Merchandise	14,472,097	14,523,872	13,862,866	4.4	-0.4
Food Stores	6,334,578	6,297,117	6,413,692	-1.2	0.6
Apparel	2,193,637	2,233,774	2,037,723	7.7	-1.8
Eating and Drinking Places	9,804,478	9,661,510	9,064,559	8.2	1.5
Drug Stores	990,399	981,778	969,943	2.1	0.9
Liquor Stores	754,084	672,834	630,469	19.6	12.1
Miscellaneous Nondurables	2,132,646	2,194,334	2,054,378	3.8	-2.8
Gasoline	7,355,570	5,876,999	7,814,800	-5.9	25.2
<b>Total Retail Trade</b>	<b>57,891,109</b>	<b>56,384,121</b>	<b>56,732,385</b>	2.0	2.7

The February distribution of sales tax collections by the Oklahoma Tax Commission primarily represents local tax receipts from December. The monies they reported this period represent sales from December 16th to December 30th and estimated sales from Jan 1st to Jan 1

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

**ADJUSTED RETAIL TRADE FOR SELECTED CITIES**

	January 2018	December 2017	January 2017	Percentage Change	
				Jan '18 Jan '17	Jan '18 Dec '17
Ada	28,665,641	28,310,442	27,407,062	4.6	1.3
Altus	18,418,776	18,196,891	17,987,463	2.4	1.2
Alva	6,581,604	6,495,451	6,662,828	-1.2	1.3
Anadarko	5,530,543	5,561,738	5,344,052	3.5	-0.6
Ardmore	38,714,748	38,873,908	37,685,845	2.7	-0.4
Bartlesville	39,073,620	38,669,008	37,689,205	3.7	1.0
Blackwell	5,892,181	5,792,492	5,539,472	6.4	1.7
Broken Arrow	87,877,769	87,616,870	79,751,117	10.2	0.3
Chickasha	19,824,390	19,460,424	17,878,892	10.9	1.9
Clinton	8,931,291	8,720,656	8,165,191	9.4	2.4
Cushing	9,852,193	9,761,846	9,414,183	4.7	0.9
Del City	19,107,393	19,230,996	19,465,774	-1.8	-0.6
Duncan	23,477,812	23,536,438	23,032,421	1.9	-0.2
Durant	26,055,609	25,967,558	25,057,121	4.0	0.3
Edmond	113,704,236	113,812,863	109,969,206	3.4	-0.1
El Reno	15,580,403	15,490,842	13,545,272	15.0	0.6
Elk City	20,632,697	20,304,561	18,373,501	12.3	1.6
Enid	52,682,680	52,916,958	51,222,370	2.9	-0.4
Guthrie	12,978,810	12,648,377	11,680,236	11.1	2.6
Guymon	13,343,850	13,294,689	12,840,540	3.9	0.4
Henryetta	6,011,487	6,032,968	5,664,764	6.1	-0.4
Hobart	2,603,914	2,585,872	2,469,377	5.4	0.7
Holdenville	4,104,264	4,053,707	3,825,252	7.3	1.2
Hugo	7,260,520	7,168,855	6,908,848	5.1	1.3
Idabel	8,454,501	8,199,582	8,168,271	3.5	3.1
Lawton	71,393,495	71,396,138	72,023,173	-0.9	0.0
McAlester	29,616,953	29,286,491	28,874,824	2.6	1.1
Miami	12,887,578	12,891,450	12,835,347	0.4	0.0
Midwest City	58,164,291	56,835,963	56,749,698	2.5	2.3
Moore	61,017,368	61,163,263	59,379,158	2.8	-0.2
Muskogee	42,219,584	43,839,350	43,739,332	-3.5	-3.7
Norman	125,506,523	126,088,396	123,520,817	1.6	-0.5
Oklahoma City	615,823,213	610,928,775	592,277,153	4.0	0.8
Okmulgee	12,010,814	11,850,209	11,574,374	3.8	1.4
Pauls Valley	11,380,555	11,308,749	10,546,884	7.9	0.6
Pawhuska	4,258,322	3,957,451	3,632,289	17.2	7.6
Ponca City	27,483,121	26,714,010	25,516,564	7.7	2.9
Poteau	13,482,811	13,433,671	13,019,343	3.6	0.4
Sand Springs	23,383,879	24,806,824	22,758,578	2.7	-5.7
Sapulpa	16,866,648	16,872,696	17,095,869	-1.3	0.0
Seminole	9,929,020	9,940,366	9,560,579	3.9	-0.1
Shawnee	42,479,513	42,656,211	42,447,084	0.1	-0.4
Stillwater	58,720,564	58,880,409	56,159,958	4.6	-0.3
Tahlequah	24,505,360	24,770,792	24,443,857	0.3	-1.1
Tulsa	514,133,648	509,181,233	480,357,993	7.0	1.0
Watonga	3,034,029	2,932,042	2,605,641	16.4	3.5
Weatherford	17,120,682	16,781,075	15,341,435	11.6	2.0
Wewoka	1,743,492	1,690,525	1,329,771	31.1	3.1
Woodward	21,580,448	21,454,980	20,059,902	7.6	0.6
Total Selected Cities	2,414,102,843	2,402,365,062	2,311,597,889	4.43	0.49

The February distribution of sales tax collections by the Oklahoma Tax Commission primarily represents local tax receipts from December business. The monies they reported this period represent sales from Dec 16th to Dec 30th and estimated sales from Jan 1st to Jan 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](mailto:bjm@ou.edu), or visit [www.ou.edu/eoo](http://www.ou.edu/eoo).

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