

**ECONOMIC CONDITIONS AND TRENDS
IN RURAL OKLAHOMA
(9th Edition)**

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ABSTRACT

This paper provides a comprehensive overview of the economic conditions of rural Oklahoma. Information provided includes population, employment, income, and retail sales. Trends are examined for the state, including metropolitan and non-metropolitan portions, as well as for the four service districts of the Oklahoma Cooperative Extension Service.

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ECONOMIC CONDITIONS AND TRENDS IN RURAL OKLAHOMA

INTRODUCTION

As of October 12, 2004, the average price for unleaded gasoline in Oklahoma is \$1.894 per gallon. One year prior to that, the price was \$1.388. According to the Energy Information Administration, the high oil prices are a result of unstable international political situations and limited spare production capacity. While consumers are not usually happy to see higher prices at the pump, the higher fuel prices are important to Oklahoma's petroleum industry. Oklahoma is ranked 7th in the nation with petroleum production totaling about 183,000 barrels per day, and the state accounts for about 3% of U.S. crude oil production.

Bureau of Labor Statistics data show that Oklahoma's employment in the Natural Resources and Mining industry has increased from 27,800 in 2002 to 28,900 in 2003 to 30,400 (preliminary) in 2004. The state's overall unemployment rate reached a peak in June 2003 at 6.2%, but in July 2004 the rate was down to 4.4%. Several indicators seem to point to economic recovery in the state in the first half of 2004. In the August update of *2004 Economic Outlook*, author Mark Snead indicates that Oklahoma's jobs have recovered faster than the nation's in the first half of 2004—expanding at nearly a 3.0% pace, which is the type of growth expected during this stage of a recovery.

This report is designed to provide an overview of demographic and economic conditions and trends in Oklahoma. While a slow economy is still evident in data that does not extend past 2002 or 2003, current employment and retail sales data both signal growth for 2004. Specifically, this report will examine trends in population, employment, income, and retail sales.

This is the ninth edition of this report on economic trends in rural Oklahoma. It was first published by the Oklahoma Cooperative Extension Service in December of 1996 and has been updated each year since. The report continues to examine the economic trends for the state as a whole and provide a comparison between metropolitan and non-metropolitan portions of Oklahoma. The definition of “metropolitan” used throughout this report is consistent with the definition released by the Office of Management and Budget for Oklahoma in June 2003. In addition to 17 metropolitan counties, Oklahoma also has 17 micropolitan counties—a county with at least one major employment center with a population between 10,000 and 50,000. Refer to Figure 1.

This report will also examine the economic trends in the four service districts of the Oklahoma Cooperative Extension Service (OCES). These districts are basically the four quadrants of the state: northeast, northwest, southeast, and southwest. Only data for the non-metropolitan counties in each of the four districts are reported. Non-metropolitan includes both micropolitan counties and non-classified counties. Detailed data for all counties by district are provided in the companion to this report, *Appendixes Containing Detailed Data Tables for Economic Conditions and Trends in Rural Oklahoma*.

STATE, METROPOLITAN, AND NON-METROPOLITAN ECONOMIC CONDITIONS AND TRENDS

The first section of this report examines the economic conditions and demographic trends in Oklahoma. Conditions in the metropolitan counties of the state are compared to those in the remaining counties. This type of comparison highlights the contrasts that exist between the "metro" and "rural" parts of the state. A later section will examine economic trends in the four OCES districts, specifically the northeast, northwest, southeast, and southwest regions of the state.

Population Trends

In 1990, the population of the state of Oklahoma was 3,145,576. (See Table 1 and Figure 2.) Approximately 61 percent of the population lived in metropolitan counties, while 39 percent lived in non-metropolitan counties. By 2000, the state's population had increased to 3,450,654--a 9.7 percent increase from 1990. In 2000 over 62.5 percent of the population is shown to reside in metropolitan areas. In 2003, the percentage is even larger at 63.1 percent. Also in 2003, another 20.5 percent of the population lived in *micropolitan* counties. This leaves just 16.5 percent of the population in the most rural, non-classified areas.

From 2000 to 2003, the state's population increased by an estimated 1.8 percent to 3,511,532. Even for just three years, the trend was still for population to grow faster in metropolitan portions of the state than in non-metropolitan portions. This is shown in Figure 3. From 2000 to 2003 population in metropolitan counties increased by 2.7 percent and population in micropolitan counties increased by 0.7 percent. The non-classified counties saw their population increase by 0.2 percent.

Table 1
Population Statistics for State, Metropolitan, and Non-metropolitan Areas
1990, 2000, 2003

Total Population for All Ages			
Year	State	Metropolitan Areas	Nonmetropolitan Areas
1990	3,145,576	1,920,645	1,224,931
	100.0%	61.1%	38.9%
	Of state total	Of state total	Of state total
2000	3,450,654	2,157,030	1,293,627
	100.0%	62.5%	37.5%
	Of state total	Of state total	Of state total
2003	3,511,532	2,215,263	1,296,269
	100.0%	63.1%	36.9%
	Of state total	Of state total	Of state total
1990-2000 Change	9.7%	12.3%	5.6%
2000-2003 Change	1.8%	2.7%	0.2%

Population for Age 65 and Over			
Year	State	Metropolitan Areas	Nonmetropolitan Areas
1990	422,944	217,917	205,037
	13.5%	11.4%	16.7%
	Of state total	Of metro total	Of nonmetro total
2000	455,950	251,085	204,865
	13.2%	11.6%	15.8%
	Of state total	Of metro total	Of nonmetro total
2003	461,113	258,676	202,457
	13.1%	11.7%	15.6%
	Of state total	Of metro total	Of nonmetro total
1990-2000 Change	7.8%	15.2%	-0.1%
2000-2003 Change	1.1%	3.0%	-1.2%

Population for Age 15 And Under			
Year	State	Metropolitan Areas	Nonmetropolitan Areas
1990	747,889	462,655	285,234
	23.8%	24.1%	23.3%
	Of state total	Of metro total	Of nonmetro total
2000	784,688	500,016	284,462
	22.7%	23.2%	22.0%
	Of state total	Of metro total	Of nonmetro total
2003	776,752	502,200	274,552
	22.1%	22.7%	21.3%
	Of state total	Of metro total	Of nonmetro total
1990-2000 Change	4.9%	8.1%	-0.3%
2000-2003 Change	-1.0%	0.4%	-3.6%

Source: U.S. Census Bureau.

Figure 2. Population of Oklahoma, 1980, 1990 and 2000, State, Metropolitan and Nonmetropolitan Areas

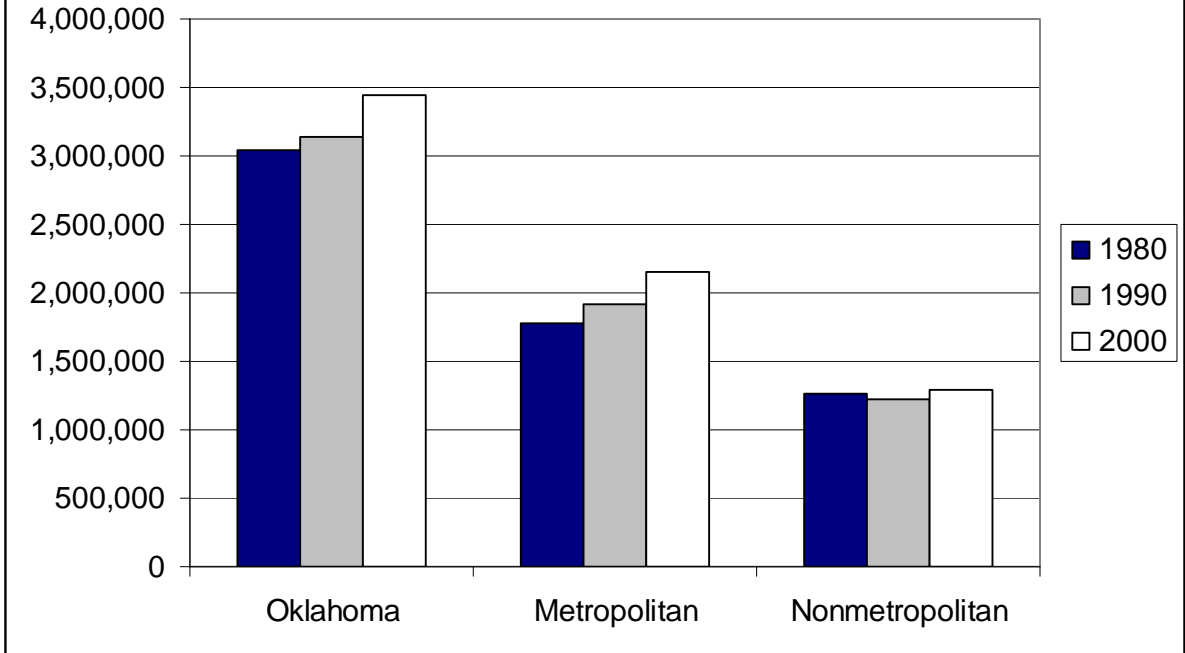
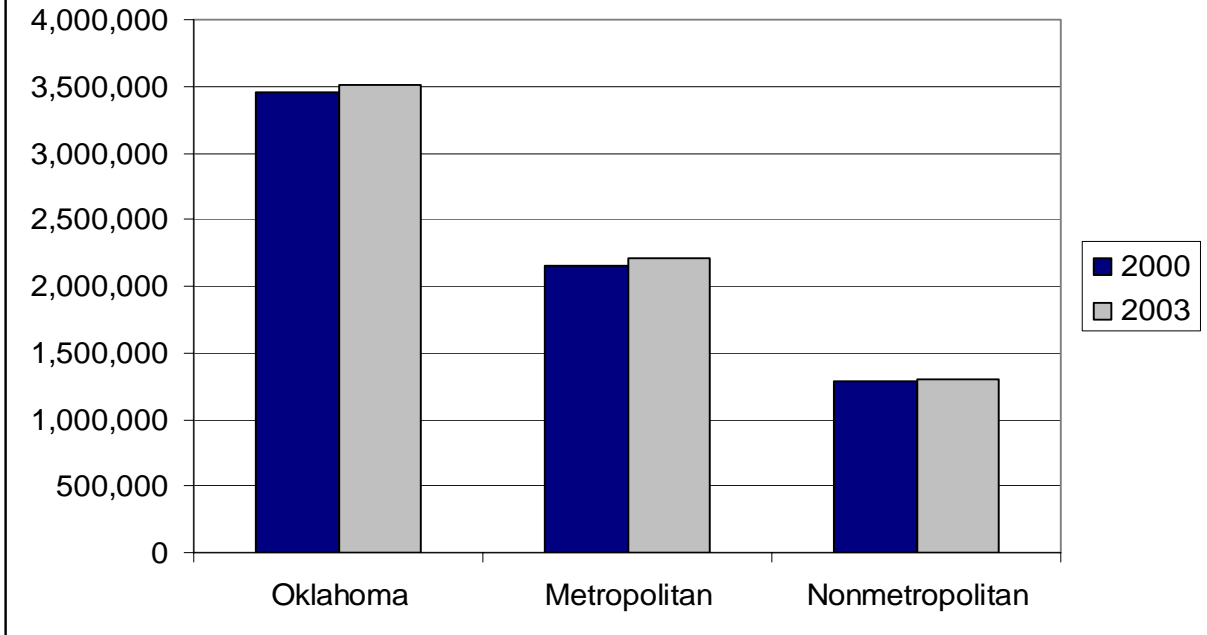


Figure 3. Population of Oklahoma 2000 and 2003, State, Metropolitan, and Nonmetropolitan Areas



Source: U.S. Census Bureau

Table 1 also contains population data that is age specific. In 1990, 13.5 percent of the state's population was aged 65 or over. By 2000, the percentage had declined a bit to 13.2. In 2003, 13.1 percent of the state's population was aged 65 and over. Essentially all of the population growth in the state, in terms of those aged 65 and over, has taken place in metropolitan areas. The growth rate from 1990 to 2000 in metropolitan areas of those 65 and over was 15.2 percent, compared to -0.1 percent in the non-metropolitan counties. Similarly, from 2000 to 2003, metropolitan areas showed an increase of over 3.0 percent; and non-metropolitan areas decreased by nearly -1.2 percent.

The population for those age 15 and under is also examined in Table 1. For the state, the growth rate for this demographic group was 4.9 percent from 1990-2000. For this time frame all the growth occurred, once again, in the metropolitan counties. The non-metropolitan counties experienced negative growth of their youth population during the time span, decreasing by -0.3 percent from 1990-2000. A similar pattern holds for 2000 to 2003 when non-metropolitan areas saw decline of nearly -3.6 percent. While metro Oklahoma did see its 15 and under population grow by 0.4 percent from 2000 to 2003, the overall effect was for the state's total to decline by -1.0 percent for the 3 years.

The fraction of the state's population that is 15 and younger has also been declining since 1990. In that year, 23.8 percent of the state's population was less than 16 years of age. In 2000, 22.7 percent was less than 16. By 2003, the fraction was down to 22.1 percent. This is a trend that holds true for both metro and non-metro portions of the state.

Labor Force and Employment Trends

Labor force data from the Oklahoma Employment Security Commission (OESC) are located in Figure 4 and indicate that total employment in the state was 1,600,003 in 2003. This represents an 11.4 percent increase from 1993. In metropolitan areas, total employment was about 1,044,300 in 2003--an increase of 13.8 percent from 1993. Employment in non-metro areas increased at a slower rate of 7.3 percent. Total employment in non-metropolitan counties equaled 555,780 in 2003; therefore, 34.7 percent of the state's total employment was located in non-metro counties, which contain about 37 percent of the state's population.

Figure 5 presents unemployment rates, as calculated from OESC labor force data, for the state, metropolitan areas, and non-metropolitan areas. In 2000, all three areas show unemployment rates that are historical lows, but the rates all turn upward for 2001, 2002, and again for 2003. Historically, non-metropolitan areas tend to have the highest rates of unemployment in the state, and metropolitan areas tend to have the lowest rates of unemployment in the state. All three areas consistently show the same cyclical pattern for their unemployment rates, but, interestingly, the gap between the areas has narrowed substantially in the last three years so that for 2003, all three geographic definitions have the same unemployment rate—5.7 percent.

Table 2a presents employment by industry statistics from the Bureau of Economic Analysis (BEA) for the years 1995 to 2000. A definitional change has complicated the presentation of employment data for 2001 and 2002—the latest year available from BEA. In the years prior to 2001, the BEA presented industries based on the Standard Industrial Classification (SIC) codes, but in 2001, industries were based on the North American

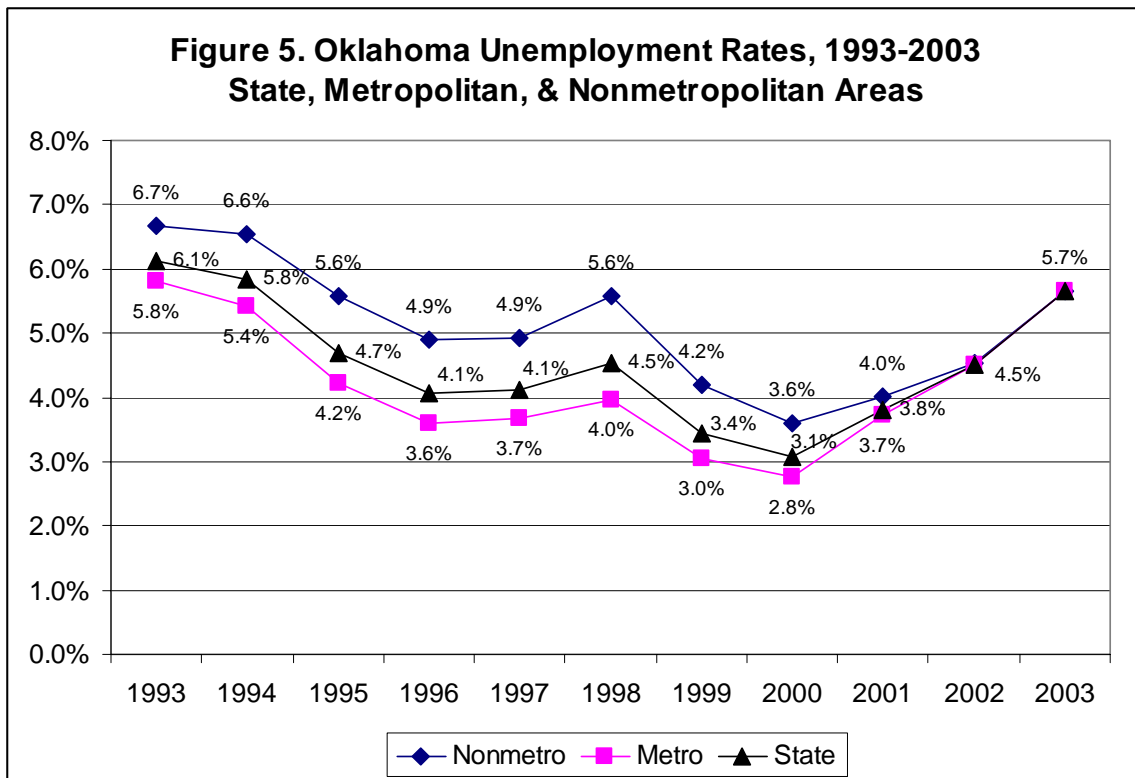
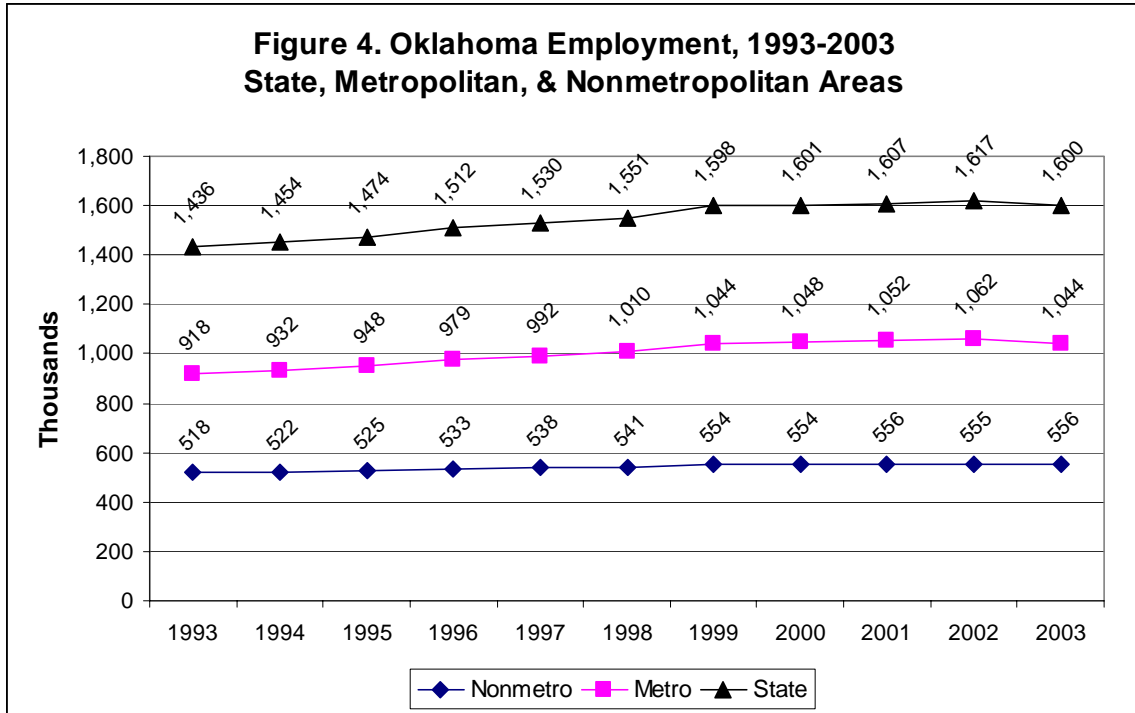
Industrial Classification System (NAICS). There is no bridge between the two definitions. Even categories that have the same title in 2000 and 2001, such as “Retail Trade” are not the same. Data for 2000 and before cannot be compared to data for 2001 and 2002. Thus the data will be presented in the following way. Employment data for 1995 to 2000 will be presented in Table 2a based on SIC industry definitions. Data for 2001 and 2002 are shown in Table 2b and are based on NAICS industry definitions. Except for “Total Employment,” do not compare the data in the two tables.

According to Table 2a, the fastest growing sector statewide from 1995 to 2000 was Finance, Insurance and Real Estate (FIRE) with 25.5 percent growth. The FIRE sector was also an important source of growth in metro counties. Growth in FIRE employment also fueled growth in non-metro counties, increasing by 31.0 percent.

Statewide, mining jobs have taken a hit, declining by –11.5 percent from 1995 to 2000. Losses in metropolitan areas account about 4,000 of these lost jobs. Mining employment data is sketchy for the non-metropolitan areas due to a lack of disclosure (designed to protect privacy) in some of these rural counties, but employment in this sector appears to have experienced a large decline for the nonmetro areas. Entries in Table 2a shown in *bold italics* are data points that contain incomplete information—due to the fact that some of the counties did not disclose their employment. State totals are considered accurate.

Table 2b contains employment data by industry for 2001 and 2002 using new industry definitions. Lack of disclosure at the sub-state level is an even more predominant problem because the new industries are now smaller. (The smaller the industry, the easier it would be to identify an individual employer, thus disclosure is not required.) Thus, a large

number of entries in Table 2b are incomplete and are shown in *bold italics*. Statewide, the largest employer in 2002 is “government and government enterprise” employing 333,481. In second place is “retail trade” with employment of 223,249 followed by “health care and social assistance” with employment of 184,290. At the state level there was a -10.0 percent decline in manufacturing jobs. Both the metro and nonmetro areas appear to have shared in this decline.



Source: Oklahoma Employment Security Commission
 Note: Metro/Nonmetro definitions reflect new definitions release in June 2003.

Table 2a
Employment by Industry for State, Metropolitan, and Non-metropolitan Oklahoma, 1995-2000
Consistent with SIC Industry Definitions*

	Oklahoma			Metropolitan Areas			Nonmetropolitan Areas		
	1995	2000	Change 1995-00	1995	2000	Change 1995-00	1995	2000	Change 1995-00
Agric. services, forestry, fishing & other	20,907	22,240	6.4%	11,240	11,488	2.2%	8,830	4,524	-48.8%
Construction	87,927	102,609	16.7%	57,878	69,645	20.3%	29,409	30,753	4.6%
Finance, insurance, and real estate	103,482	129,868	25.5%	77,625	95,644	23.2%	25,731	33,715	31.0%
Manufacturing	178,541	189,640	6.2%	118,860	122,575	3.1%	59,651	59,761	0.2%
Mining	62,993	55,753	-11.5%	34,751	30,706	-11.6%	21,020	15,566	-25.9%
Retail trade	307,449	333,825	8.6%	204,503	226,068	10.5%	102,946	107,757	4.7%
Services	481,044	573,145	19.1%	342,799	417,665	21.8%	123,819	139,918	13.0%
Transportation and public utilities	87,062	103,041	18.4%	61,614	75,579	22.7%	24,611	26,122	6.1%
Wholesale trade	71,132	75,826	6.6%	53,267	57,250	7.5%	17,771	17,231	-3.0%
Government and government enterprises	316,575	330,563	4.4%	198,869	204,383	2.8%	117,706	126,180	7.2%
Farm employment	93,184	98,575	5.8%	24,613	26,556	7.9%	68,571	72,019	5.0%
Total full-time and part-time employment	1,810,296	2,015,085	11.3%	1,186,019	1,339,140	12.9%	624,277	675,945	8.3%

Note: Because disclosures are avoided in some industries, some of the totals above may be less than actual. This is especially true for those shown in **bold italic**. The state totals are considered accurate.

* Do not compare data from 2000 or earlier to data for 2001 and 2002. Industry definitions are not consistent.

Source: Regional Economic Information Service, Bureau of Economic Analysis

Table 2b
Employment by Industry for State, Metropolitan, and Non-metropolitan Oklahoma, 2001-2002
Consistent with NAICS Industry Definitions*

	Oklahoma			Metropolitan Areas			Nonmetropolitan Areas		
	2001	2002	Change 2001-02	2001	2002	Change 2001-02	2001	2002	Change 2001-02
Accommodation and food services	123,822	124,565	0.6%	86,474	86,726	0.3%	32,569	32,704	0.4%
Administrative and waste services	122,981	118,458	-3.7%	95,637	91,397	-4.4%	21,707	20,171	-7.1%
Arts, entertainment, and recreation	26,144	26,933	3.0%	18,488	18,683	1.1%	5,951	6,468	8.7%
Construction	112,311	111,061	-1.1%	75,283	73,731	-2.1%	32,650	35,144	7.6%
Educational services	22,367	22,930	2.5%	17,525	17,981	2.6%	2,679	2,761	3.1%
Finance and insurance	77,732	79,438	2.2%	57,115	58,359	2.2%	18,965	19,849	4.7%
Forestry, fishing, related activities, and other	8,818	8,869	0.6%	1,419	1,493	5.0%	981	1,357	38.3%
Health care and social assistance	179,081	184,290	2.9%	119,708	123,158	2.9%	33,621	35,254	4.9%
Information	41,413	39,986	-3.4%	34,230	33,007	-3.6%	6,194	6,019	-2.8%
Management of companies and enterprises	13,998	13,746	-1.8%	11,739	11,582	-1.3%	849	823	-3.1%
Manufacturing	176,778	159,176	-10.0%	115,251	103,950	-9.8%	54,636	49,416	-9.6%
Mining	56,438	54,920	-2.7%	29,354	28,986	-1.3%	20,875	23,102	10.7%
Other services, except public administration	118,645	120,698	1.7%	75,989	77,009	1.3%	40,618	42,147	3.8%
Professional and technical services	89,385	90,686	1.5%	67,065	68,282	1.8%	13,649	15,859	16.2%
Real estate and rental and leasing	59,128	68,381	15.6%	45,462	51,583	13.5%	12,781	15,979	25.0%
Retail Trade	226,035	223,249	-1.2%	148,695	146,764	-1.3%	76,871	76,485	-0.5%
Transportation and warehousing	58,080	56,061	-3.5%	41,268	39,716	-3.8%	12,335	12,541	1.7%
Utilities	11,453	11,301	-1.3%	6,719	6,603	-1.7%	2,876	2,844	-1.1%
Wholesale trade	62,503	62,833	0.5%	45,912	46,327	0.9%	15,015	14,768	-1.6%
Government and government enterprises	333,176	333,481	0.1%	205,871	205,678	-0.1%	127,305	127,803	0.4%
Farm employment	101,178	100,314	-0.9%	27,179	27,015	-0.6%	73,999	73,299	-0.9%
Total employment	2,021,466	2,011,376	-0.5%	1,341,470	1,334,280	-0.5%	679,996	677,096	-0.4%

Note: Because disclosures are avoided in some industries, some of the totals above may be less than actual. This is especially true for those shown in **bold italic**. The state totals are considered accurate.

* Do not compare data from 2000 or earlier to data for 2001 and 2002. Industry definitions are not consistent.

Source: Regional Economic Information Service, Bureau of Economic Analysis

Total Personal Income and Per Capita Income

According to the Bureau of Economic Analysis (BEA), total personal income for the state was more than \$90.5 billion in 2002. (Refer to Figure 6.) That represented a 45.1 percent increase from 1995. About 69.1 percent of the state's total income accrued to the metropolitan counties, and total income in those counties equaled \$62.5 billion in 2002—a 48.3 percent increase from 1995. Less than one-third of the state's total income was earned in rural portions of the state—amounting to \$28.1 billion. Income in the non-metropolitan counties has increased by about 38.3 percent since 1995.

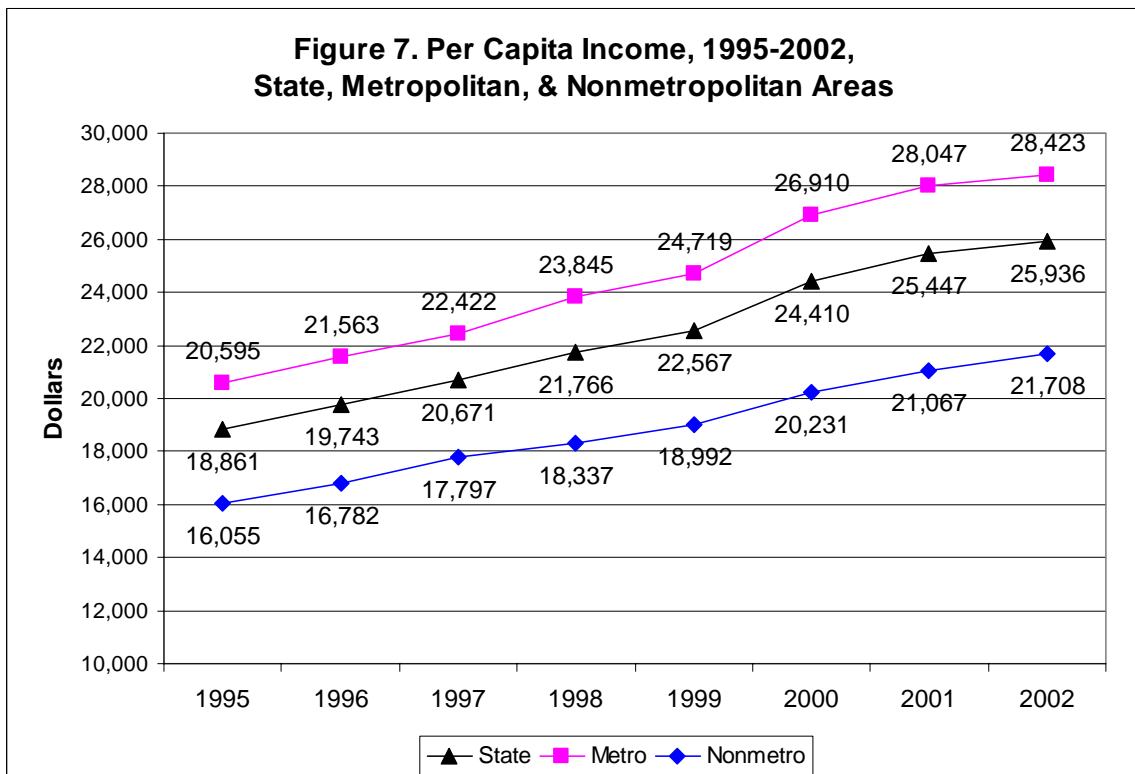
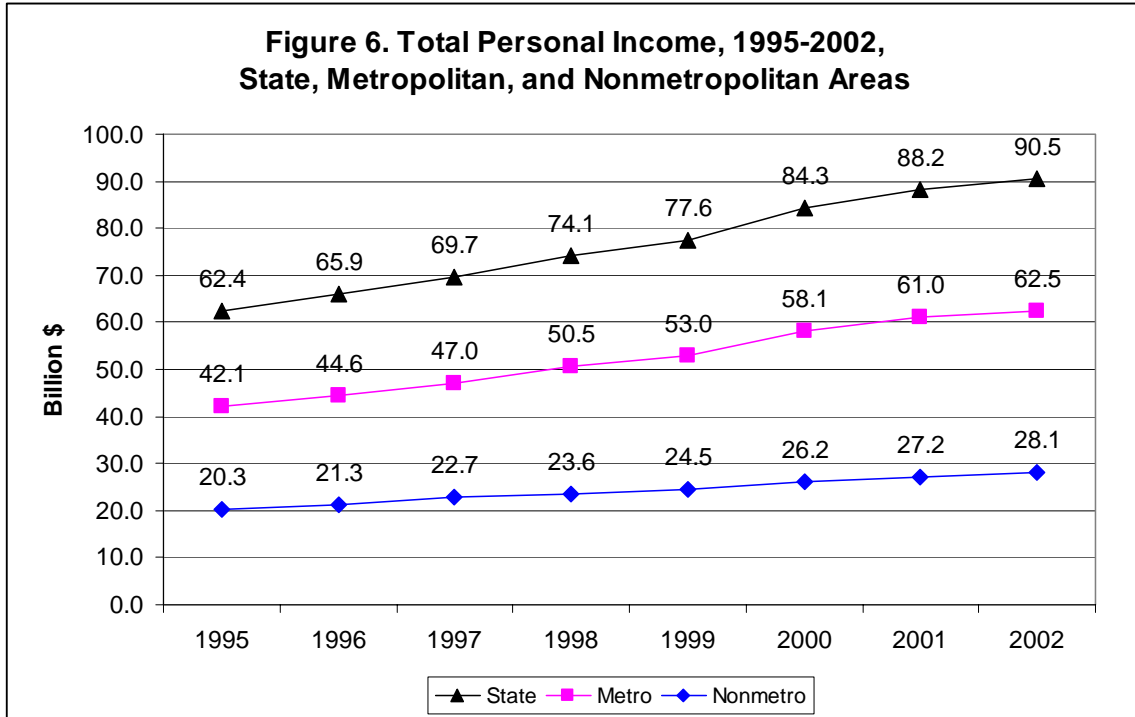
Figure 7 illustrates that per capita income in the state has risen from \$18,861 in 1995 to \$25,936 in 2002. With a per capita income of \$21,708 in 2002, the rural areas of Oklahoma have a PCI that is 83.7 percent that of the state's and just 76.4 percent of the metro counties'. The rural counties fared slightly better back in 1995, when PCI was 85.1 percent of the state average and 78.0 percent of the metro average. The low PCI in rural Oklahoma has been the topic of much discussion for many years, but instead of improving, the non-metropolitan counties have actually lost ground since 1995.

Total personal income by major source is presented in Table 3 for the state of Oklahoma, metropolitan counties, and non-metropolitan counties for the years 1995 and 2002. The largest source of personal income is wage and salary disbursements. From 1995 to 2002 this source increased by 40.0 percent for the state. Notice that adjustments for residence are negative in metropolitan counties and positive in rural counties. The negative adjustment for residence in the metro counties means that workers earn income in these counties but take the money with them when they commute home to other counties. Since two-thirds of the state's jobs are in the metro counties, it makes sense

that people are commuting to these counties to work. Conversely, the adjustment for residence in non-metropolitan counties is expected to be positive as residents bring home their paychecks earned in the metro counties.

Transfer payments are also shown in Table 3. Transfer payments were greater to metropolitan counties, and grew at a faster rate than in non-metropolitan counties. In 1995, 55.9 percent of all transfer payments in the state went to the metropolitan counties. That fraction increased to 57.5 percent in 2002.

Transfer payments are typically thought of as “welfare payments.” Actually, only a small portion of transfer payments consists of what most people consider welfare. Table 4 presents transfer payments by category. For the state of Oklahoma, income maintenance benefits, which include food stamps, family assistance, and Supplemental Security Income, only accounted for about 9.2 percent of all transfer payments in 2002. For metropolitan Oklahoma, the fraction was 9.4 percent, and for non-metropolitan Oklahoma it was 8.9 percent. Retirement and disability insurance is the largest category of transfer payments for the state, and for metro areas. Medical payments is the largest category for non-metro areas and second largest for the state and metro areas. Indicative of the growing unemployment rates statewide, the fastest growing category for metropolitan areas from 1995 to 2002 is unemployment insurance payments. Business payments to individuals is the fastest growing category in the non-metropolitan counties and statewide. These payments include adjustments for insurance settlements when there are larger-than-normal insured losses as a result of natural disaster (such as tornadoes). In 2002, transfer payments composed 16.8 percent of the state’s total personal income, compared to 14.0 percent for metro areas and 23.0 percent for non-metro areas.



Source: Bureau of Economic Analysis, Regional Economic Information System
 Note: Metro/Nonmetro definitions reflect new definitions released in June 2003.

Table 3
Total Personal Income by Major Source
(Thousands of Dollars)

	Oklahoma			Metropolitan Areas			Nonmetropolitan Areas		
	1995	2002	<i>Change</i> 1995-2002	1995	2002	<i>Change</i> 1995-2002	1995	2002	<i>Change</i> 1995-2002
Earnings by place of work	45,397,273	65,843,459	45.0%	32,995,810	48,948,716	48.4%	12,401,463	16,894,743	36.2%
Wage & salary disburs.	31,543,331	44,154,202	40.0%	22,984,214	32,667,836	42.1%	8,559,117	11,486,366	34.2%
Supplements to wages/sal.	7,832,498	10,502,163	34.1%	5,719,498	7,650,427	33.8%	2,113,000	2,851,736	35.0%
Proprietors' income	6,021,444	11,187,094	85.8%	4,292,098	8,630,453	101.1%	1,729,346	2,556,641	47.8%
Farm proprietors'	101,762	348,639	242.6%	-22,706	30,281	233.4%	124,468	318,358	155.8%
Nonfarm proprietors'	5,919,682	10,838,455	83.1%	4,314,804	8,600,172	99.3%	1,604,878	2,238,283	39.5%
less: Contrib.for social insur.	5,194,108	7,005,669	34.9%	3,707,959	5,119,270	38.1%	1,486,149	1,886,399	26.9%
plus: Adjustment for residence	738,612	1,013,558	37.2%	-140,983	-277,879	-97.1%	879,595	1,291,437	46.8%
plus: Dividends, interest, rent	11,141,886	15,477,112	38.9%	7,191,921	10,171,303	41.4%	3,949,965	5,305,809	34.3%
plus: Transfers	10,311,474	15,179,234	47.2%	5,766,110	8,728,776	51.4%	4,545,364	6,450,458	41.9%
Total Personal Income	62,395,137	90,507,694	45.1%	42,104,899	62,451,646	48.3%	20,290,238	28,056,048	38.3%

Source: Regional Economic Information Service, Bureau of Economic Analysis

Table 4
Transfer Payments
(Thousands of Dollars)

	Oklahoma			Metropolitan Areas			Nonmetropolitan Areas		
	1995	2002	Change 1995-02	1995	2002	Change 1995-02	1995	2002	Change 1995-02
Ret. & disab. insurance benefit payments	4,640,232	5,969,927	28.7%	2,625,502	3,454,133	31.6%	2,014,730	2,515,794	24.9%
Medical payments	3,411,332	5,717,570	67.6%	1,828,443	3,168,815	73.3%	1,582,889	2,548,755	61.0%
Income maintenance benefit payments	1,047,034	1,393,745	33.1%	595,815	817,792	37.3%	451,219	575,953	27.6%
Unemployment insurance benefit payments	131,949	335,970	154.6%	80,538	230,450	186.1%	51,411	105,520	105.3%
Veterans benefit payments	491,575	716,904	45.8%	281,463	416,396	47.9%	210,112	300,508	43.0%
Fed educ. & trng. asst. pay. (excl. vets)	144,227	212,872	47.6%	81,669	119,491	46.3%	62,558	93,381	49.3%
Other payments to individuals	15,321	20,047	30.9%	7,930	11,457	44.5%	7,391	8,590	16.2%
Payments to nonprofit institutions	290,480	441,775	52.1%	178,928	277,540	55.1%	111,552	164,235	47.2%
Business payments to individuals	139,324	370,424	165.9%	85,822	232,702	171.1%	53,502	137,722	157.4%
Total transfer payments (\$000)	10,311,474	15,179,234	47.2%	5,766,110	8,728,776	51.4%	4,545,364	6,450,458	41.9%

Source: Regional Economic Information Service, Bureau of Economic Analysis

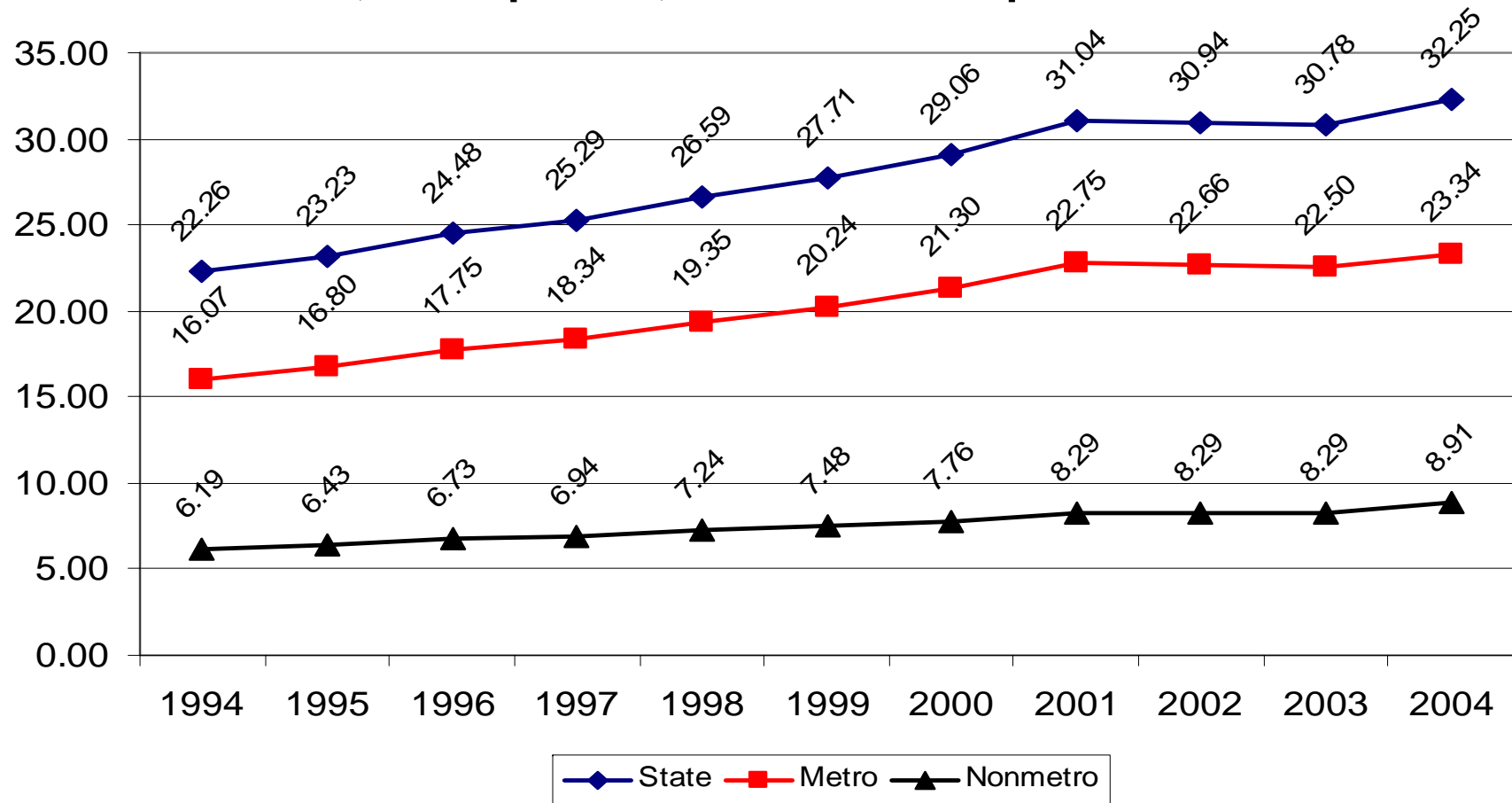
Trends in Retail Sales

Figure 8 shows *sales subject to sales tax*, or retail sales, for fiscal years 1994-2004 for the state of Oklahoma, as well as for metro versus non-metro portions of the state. This information is available from the online database ORIGINS (<http://origins.ou.edu>) and is calculated using data from the Oklahoma Tax Commission. For the state, sales subject to sales tax increased from \$22.26 billion in FY 1994 to \$31.04 billion in FY 2001—an increase of 39.4 percent. Sales dropped for FY 2002 (\$30.94 billion) and again for FY2003 (\$30.78 billion). FY 2004, however, reports an increase in retail sales to \$32.25 billion—an amount greater than the sales reported for the previous peak in 2001. In FY 2004, the volume of retail sales in metro areas totaled \$23.34 billion, or 72.4 percent of the state total. The remaining 27.6 percent—or \$8.91 billion—took place in non-metro areas of the state. From FY 1994 to FY 2004, retail sales increased by 45.2 percent in metro Oklahoma and by 43.9 percent in rural Oklahoma.

In FY 1994, per capita retail sales (average retail dollars spent per person) averaged \$6,845 for the state, \$7,924 for metro areas, and \$5,103 for non-metro areas. In FY 2004, per capita retail sales totaled \$9,184 for the state, \$10,537 for metro areas, and \$6,871 for non-metro areas. The widening gap between retail sales in metro areas and retail sales in non-metro areas has a tremendous implication for rural communities. For many small communities, sales tax collections on retail sales (often groceries) represent a large source of municipal income. Loss of funding means reduced provision of services, which gives local residents further reason to move toward the metropolitan areas. It is something of a vicious cycle for these troubled towns.

Figure 8. Oklahoma Retail Sales, Fiscal Years 1994-2004
State, Metropolitan, and Non-metropolitan Areas

\$ Billion

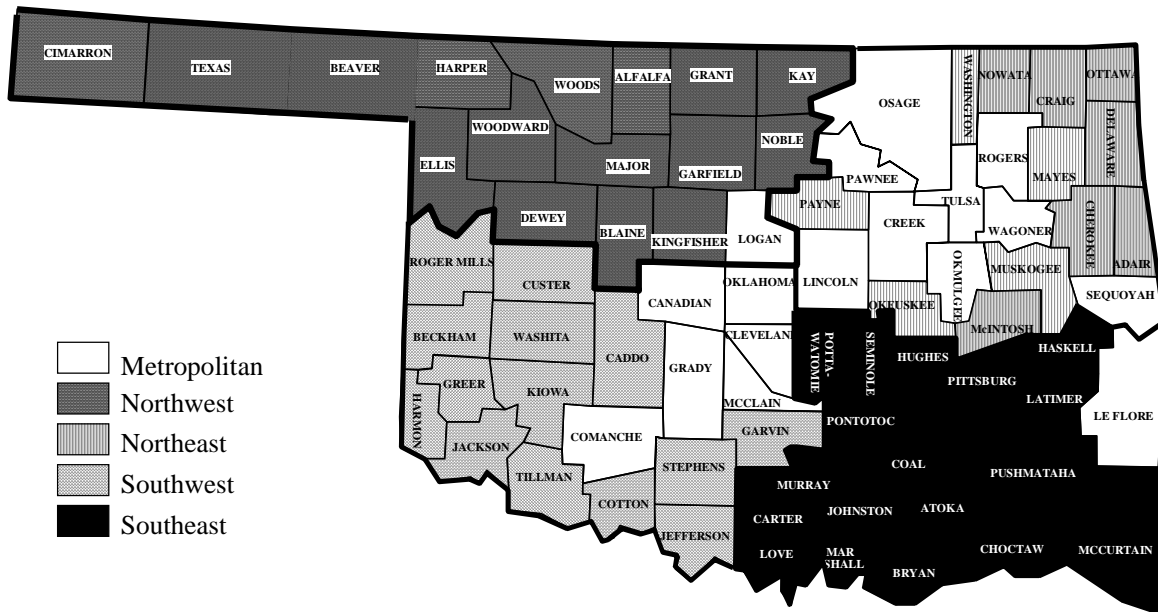


Source: ORIGINS Database, <http://origins.ou.edu>

ECONOMIC CONDITIONS AND TRENDS IN THE FOUR OCES DISTRICTS

This section of the report examines the economic conditions and trends in the four service districts of the Oklahoma Cooperative Extension Service (OCES). This allows local community groups to gain a better understanding of economic situations in their regions. A map of the four OCES district boundaries is provided in Figure 9. The boundaries divide the state almost along the major interstates, and thus clearly denote four quadrants: Northeast, Northwest, Southeast, and Southwest. Only data for the non-metropolitan counties in each of the four districts are reported in district totals. “Metropolitan” definitions are consistent with those released by the Office of Management and Budget in June 2003, unless otherwise stated.

Figure 9. Oklahoma Cooperative Extension Service Districts



Population Trends

See Table 5a for total population trends for the state and the OCES service districts. For example, from 1990 to 2000, the state's population increased by 9.7 percent. Of the four districts, the Northeast grew the fastest and even outpaced the state's growth with a growth rate of 11.0 percent. Next is the Southeast district, which grew at a rate of 7.0 percent. The Northwest district grew at a much slower rate of 1.1 percent, while the Southwest district actually declined for the decade with a decline of -0.9 percent.

The state's population increased 1.8 percent from 2000 to 2003. The Northeast and Southeast districts showed positive growth for the three years. The two western districts both showed negative growth for the three years.

In 1990, 38.9 percent of the population lived in non-metropolitan portions of the state. Statewide, 11.9 percent of the state's population lived in the Northeast district, 12.3 percent lived in the Southeast district, 7.4 percent lived in Southwest district, and 7.2 percent lived in the Northwest district. In 2000, 37.5 percent of the state's population lived in non-metropolitan counties. Of that 37.5 percent, the largest portion (12.04%) lived in the Northeast, while 12.02 percent lived in the Southeast, 6.73 percent lived in the Southwest, and 6.70 percent lived in the Northwest. In 2003, 36.9 percent of the state's population lived in non-metropolitan counties. Of that amount, 6.5 percent lived in the Northwest, 12.0 percent lived in the Northeast, 6.5 percent lived in the Southwest, and 11.9 percent lived in the Southeast.

Table 5a
Population Statistics for State and Four OCES Districts - 1990, 2000, and 2003

Total Population

Year	State	Northeast District	Northwest District	Southeast District	Southwest District
1990	3,145,576	374,544	228,611	387,517	234,259
% of State Total	100.0	11.9	7.2	12.3	7.5
2000	3,450,654	415,625	231,067	414,776	232,156
% of State Total	100.0	12.0	6.7	12.0	6.7
2003	3,511,532	423,302	227,223	418,470	227,274
% of State Total	100.0	12.1	6.5	11.9	6.5
1990-2000 Change	9.7%	11.0%	1.1%	7.0%	-0.9%
2000-2003 Change	1.8%	1.9%	-1.7%	0.9%	-2.1%

Note: Metropolitan Counties within the district's boundaries have been excluded. New metropolitan definitions apply to all data.

Source: U.S. Census Bureau

Table 5b
Population Statistics by Age for State and Four OCES Districts - 1990, 2000, and 2003

Population for Age 65 and Over

Year	State	Northeast District	Northwest District	Southeast District	Southwest District
1990	422,954 13.5%	58,836 15.7%	38,901 17.0%	66,039 17.0%	41,261 17.1%
	Of state total	Of district total	Of district total	Of district total	Of district total
2000	455,950 13.2%	62,520 15.0%	37,843 16.4%	65,968 15.9%	38,534 16.6%
	Of state total	Of district total	Of district total	Of district total	Of district total
2003	461,133 13.1%	63,144 14.9%	37,005 16.3%	65,272 15.6%	37,036 16.3%
	Of state total	Of district total	Of district total	Of district total	Of district total
1990-2000 Change	7.8%	6.3%	-2.7%	-0.1%	-6.6%
2000-2003 Change	1.1%	1.0%	-2.2%	-1.1%	-3.9%

Population for Age 15 and Under

Year	State	Northeast District	Northwest District	Southeast District	Southwest District
1990	747,889 23.8%	84,493 22.6%	54,365 23.8%	90,104 23.3%	56,272 24.02%
	Of state total	Of district total	Of district total	Of district total	Of district total
2000	784,688 22.7%	89,746 21.6%	51,059 22.1%	92,149 22.2%	51,718 22.28%
	Of state total	Of district total	Of district total	Of district total	Of district total
2003	776,752 22.1%	87,995 20.8%	48,185 21.2%	89,779 21.5%	48,593 21.38%
	Of state total	Of district total	Of district total	Of district total	Of district total
1990-2000 Change	4.9%	6.2%	-6.1%	2.3%	-8.1%
2000-2003 Change	-1.1%	-2.0%	-5.6%	-2.6%	-6.0%

Note: Metropolitan Counties within the district's boundaries have been excluded. New metropolitan definitions apply to all data.

Source: U.S. Census Bureau

Table 5b also examines the population in the four OCES districts based on age distribution. For example, Table 5b shows that, statewide, the population for those 65 and over increased by 7.8 percent from 1990 to 2000, yet the Northwest district was the only district to show substantial growth for this component of the population. The growth occurred primarily in the metropolitan counties. From 2000 to 2003 statewide growth in the over 65 population equaled about 1.1 percent. The Northeast district posted some growth, while the other districts declined for the three years. The decline was most significant in the Southwest.

For the 15 and under component of the population, statewide growth equaled 4.9 percent from 1990 to 2000. Both the Northeast and the Southeast experienced positive growth for the decade. From 2000 to 2003, the state's 15 and under population literally declined by -1.0 percent. All four quadrants of the state declined over the three years. Metropolitan counties were the only ones to experience any growth in this demographic group, and that was slight at 0.4 percent.

Table 5b also shows the proportion of the age groups living in each district. For example, in 1990, 15.7 percent of the Northeast District's population was aged 65 and over. Of the four districts, that was the smallest proportion of this age group in 1990. From 1990 to 2000, all districts saw their *percentage* of 65 and over population decline. For 2003, all four districts, as well as the state, had even lower percentages of this demographic group. Again, only the metropolitan counties were able to slightly increase their percentage of those aged 65 and over.

In general, there is a decline in the portion of the 65 and over population living in non-metropolitan Oklahoma. In 1990, 48.5 percent of the state's population of those aged 65 and over lived in non-metropolitan Oklahoma. By 2000 the percentage had fallen to 44.9

percent. In 2003 the percentage was 43.9 percent.

For the 15 and under component of the population, the Southwest had the largest proportion of this population in both 1990 and 2000. All four districts, and the state, show a decline in the *percentage of population* that is in this age group from 1990 to 2000 and from 2000 to 2003.

Figures 10 and 11 are maps showing the percent growth for each county in Oklahoma from 1990 to 2000 and from 2000 to 2003, respectively. During both time periods, a great deal of the growth in the population for Oklahoma occurred in the eastern half of the state.

Figures 12 and 13 show population growth from 1990 to 2000 in Oklahoma for residents aged 65 and over and residents age 15 and under. From 1990 to 2000, the older population grew significantly in 20 counties, 11 of which were metropolitan counties. With respect to the younger population, 27 counties saw substantial growth, 11 of which were metropolitan counties. In both cases, most of the growth occurred in central or northeast Oklahoma. The following counties exhibited substantial growth in both populations: Canadian, Logan, Oklahoma, Cleveland, McClain, Pottawatomie, Creek, Tulsa, Mayes, Rogers, Wagoner, McIntosh, Love, Sequoyah, Cherokee, and Delaware. Of the 27 counties that experienced substantial *loss* of the under 15 population from 1990 to 2000, 18 also experienced substantial loss of the 65 and over population. The counties with major population losses tend to be located in the western part of the state.

Figure 10. Percentage Population Growth 1990-2000

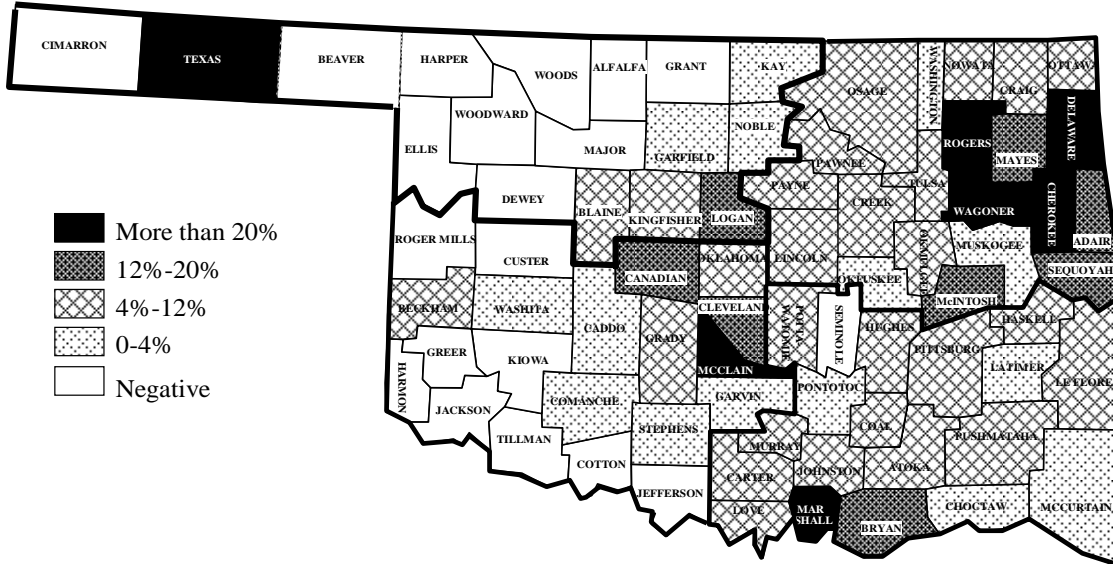
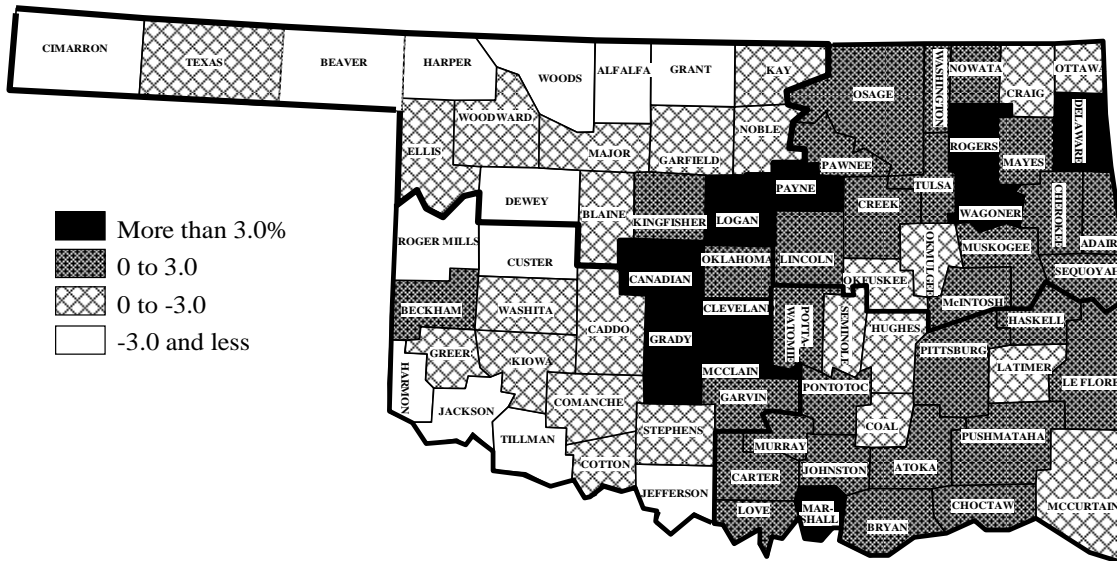


Figure 11. Percentage Population Growth 2000-03



State 3-year growth = 1.76%

Figure 12. Percentage Population Growth, 1990-2000, Age 65 and Over

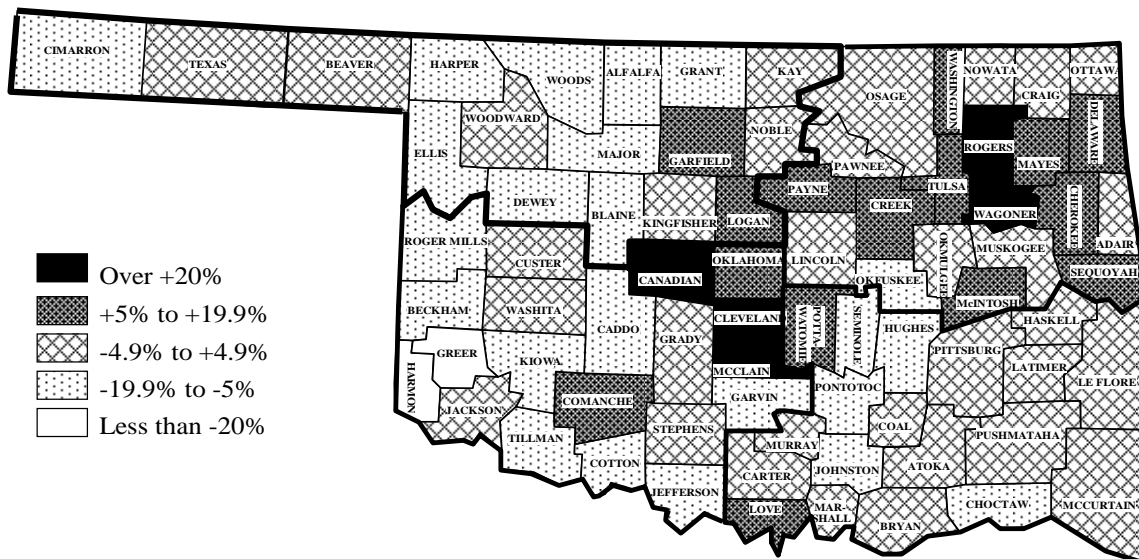


Figure 13. Percentage Population Growth, 1990-2000, Age 15 and Under

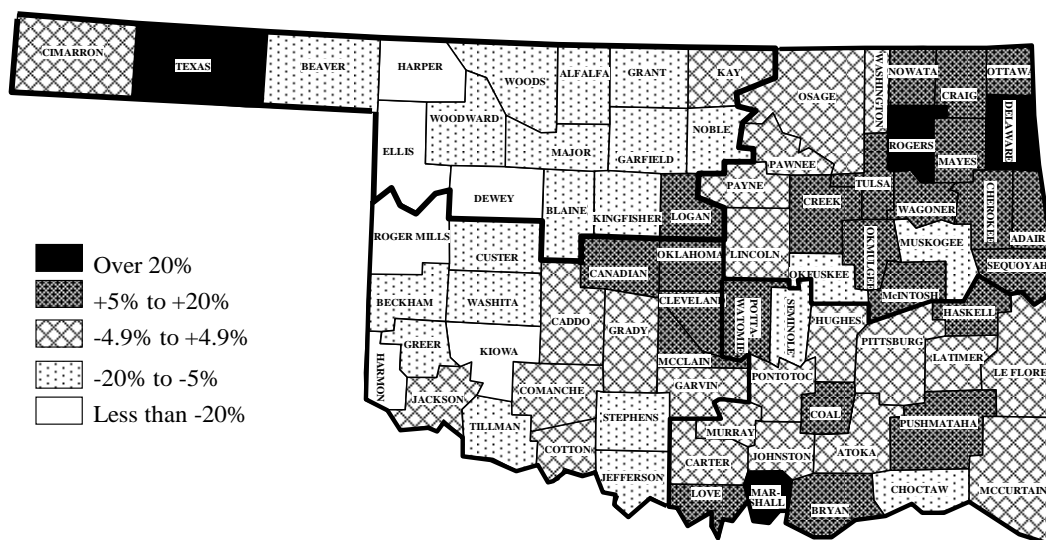


Figure 14. Percentage Population Growth, 2000-03, Age 65 and Over

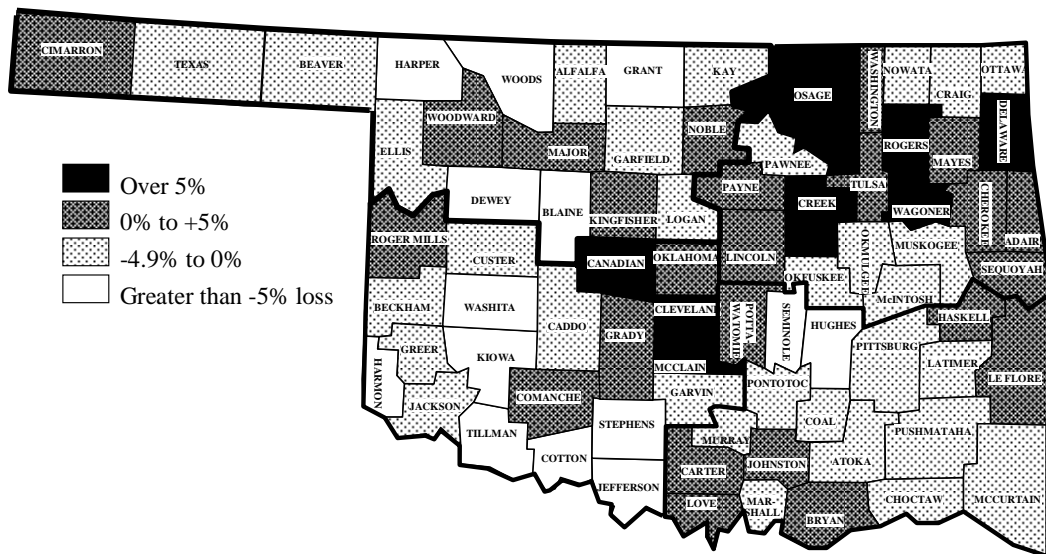
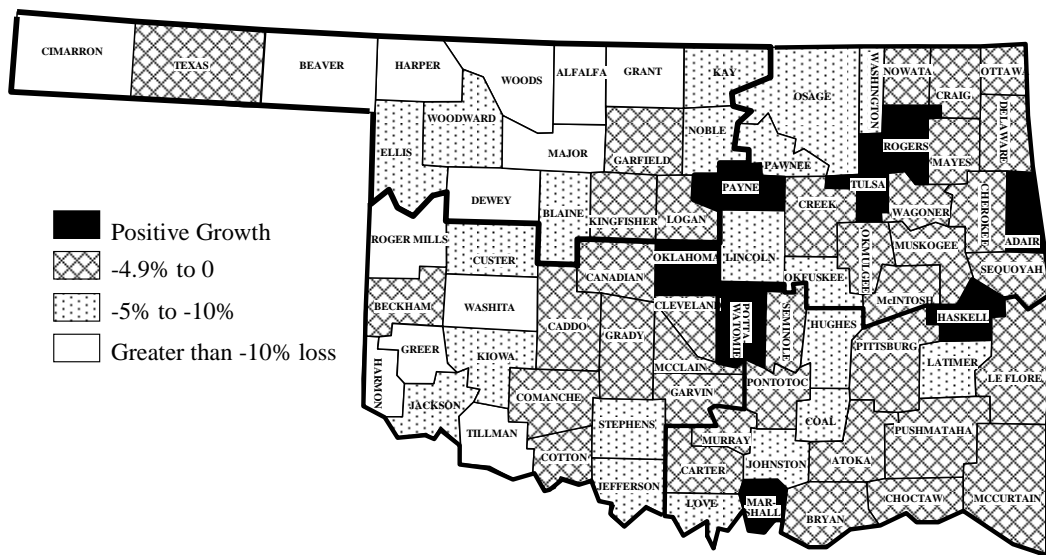


Figure 15. Percentage Population Growth, 2000-03, Age 15 and Under



Although 1980 to 1990 maps are not pictured, it is still interesting to note that the following counties experienced substantial gains in both populations from 1980 to 1990 *and* from 1990 to 2000: Cleveland, McClain, Rogers, Cherokee, and Delaware. The following rural counties experienced major losses in both populations from 1980 to 1990 *and* from 1990 to 2000: Greer, Woods, Alfalfa, Grant, Roger Mills, Harmon, Tillman, and Jefferson.

Figures 14 and 15 show 2000-2003 county growth rates for the 65 and over population and the 15 and under population, respectively. Eight counties show greater than 5 percent growth for the 65 and over population: Wagoner, Rogers, Cleveland, Canadian, McClain, Creek, Osage, and Delaware. They are predominantly in the northeast quadrant of the state. Only eight counties showed any positive growth at all in the age 15 and under population: Rogers, Adair, Tulsa, Payne, Haskell, Oklahoma, Pottawatomie, and Marshall.

Employment Trends

Unemployment rates and employment figures as provided by the Oklahoma Employment Security Commission (OESC) are provided in Table 6 for the non-metropolitan counties of the four OCES service districts and as well as for the state, metropolitan, and non-metropolitan areas. The greatest growth in rural employment from 1998 to 2003 occurred in the Southeast district at 8.3 percent. This is even greater than the growth that occurred in metropolitan areas (3.4 percent). Employment in the Northeast and Southwest districts increased somewhat at 2.0 percent and 1.8 percent, respectively, but employment in the Northwest district declined from 1998 to 2003. The average growth in employment for the state was about 3.2 percent from 1998 to 2003. Employment in non-metropolitan Oklahoma increased by 2.8 percent during the same time frame.

In 2000, the state unemployment rate was 3.1 percent. By 2001, it was up to 3.8 percent, and by 2002 it was 4.5 percent. For 2003, the state unemployment rate is reported at 5.7 percent. In general, metropolitan areas tend to report lower rates of unemployment compared to the state average, and non-metropolitan areas tend to report higher unemployment rates. This was true for Oklahoma in all three years mentioned above, but the narrowing of this gap over the last few years is very interesting. In fact, all three regions report an unemployment rate of 5.7 percent for 2003. This is likely due to the loss of some jobs in the metro areas—primarily the Tulsa Metropolitan Area. Of the four districts, the Southeast district tends to have the highest rates of unemployment—6.5 percent in 2003, but is followed closely by the Northeast at 6.3 percent. Of the four OCES districts, the Northwest district reported the lowest unemployment rates for 1998 (4.4 percent), but the Southwest district had the lowest rate in 2003 (4.2 percent). Figure 16 illustrates the unemployment rates for the four OCES districts and for metropolitan areas of Oklahoma from 1993 to 2003.

Table 7a provides information on employment by industry for the non-metropolitan counties of the four OCES service districts in 1995 and 2000. Recall that employment data is complicated by the fact that 2000 (and earlier) industry definitions are based on the SIC codes while 2001 and 2002 definitions are based on the NAICS. Data for 2000, for instance, cannot be compared to data for 2001 and 2002. Data in Table 7a is based on the older, SIC industry definitions.

Beginning with the Northeast district, the top three industries that provided the greatest number of jobs in 2000 were government and government enterprises, services, and retail trade, respectively. In the Northwest district, the top three industries that provided the most jobs in 2000 were services, retail trade, and government and government enterprises. The three major employers in the Southeast district in 2000 were services, government and government enterprises, and retail trade, respectively. Finally, in the Southwest district the three top employers in 2000 were services, government and government enterprises, and retail trade, respectively.

For the 2001-2002 data, services have been broken down into 8 separate categories (that do NOT exactly correspond to the 2000 definition of services); thus services will not emerge as one of the top three employers in the districts. The top three employers in 2002 are as follows: in the Northeast district, government, retail, and farming; in the Northwest district, government, farm, and retail; in the Southeast district, government, retail, and farm; and in the Southwest district, government, farm, and retail.

Total Personal Income and Per Capita Income

Table 8 presents income data as provided by the Bureau of Economic Analysis for the years 1995 and 2002. Total personal income in the non-metropolitan of the state increased from \$20.29 billion in 1995 to \$28.06 billion in 2002—an increase of 38.3 percent. In the metro counties of the state, personal income increased by 48.3 percent, from \$42.10 billion to \$62.45 billion. Personal income statewide increased from \$62.40 billion in 1995 to \$90.51 billion in 2002, and increase of 45.1 percent.

Among the four OCES districts, the area with the greatest personal income in 2002 was the Northeast district. The Northeast district also experienced the greatest growth from 1995-2002 as personal income increased from \$6.40 billion to \$9.17 billion (43.3 percent growth). The Northwest experienced the slowest income growth across the state, growing by 30.3 percent from 1995-2002. During that time, income grew from \$4.15 billion to \$5.40 billion.

Table 8 also shows per capita income information. Per capita income levels tend to be higher in metropolitan areas than in non-metropolitan areas. In metropolitan Oklahoma, per capita income was \$20,595 in 1995 and \$28,423 in 2002. For non-metropolitan Oklahoma, per capita income was \$16,055 in 1995 and \$21,708 in 2002. State averages fall in between with per capita income of \$18,861 in 1995 and \$25,936 in 2002. Figure 17 illustrates per capita income for the four OCES service districts and for metropolitan areas in Oklahoma.

The Northwest district has the highest per capita income levels of the four districts. Even so, in 1995, the Northwest district lagged the state by \$824 per capita. In 2002, the deficit for the Northwest district was \$2,247. Of the four districts, the Southeast has traditionally had the lowest per capita income. In 1995, its per capita income was \$15,099, which lagged the state average by \$3,762. By 2002, the gap had widened to \$5,400. The Northeast district lagged the state by \$2,694 in 1995 and by \$4,109 in 2002. Similarly losing ground, the Southwest district

lagged the state by \$3,296 in 1995 and by \$4,290 in 2002.

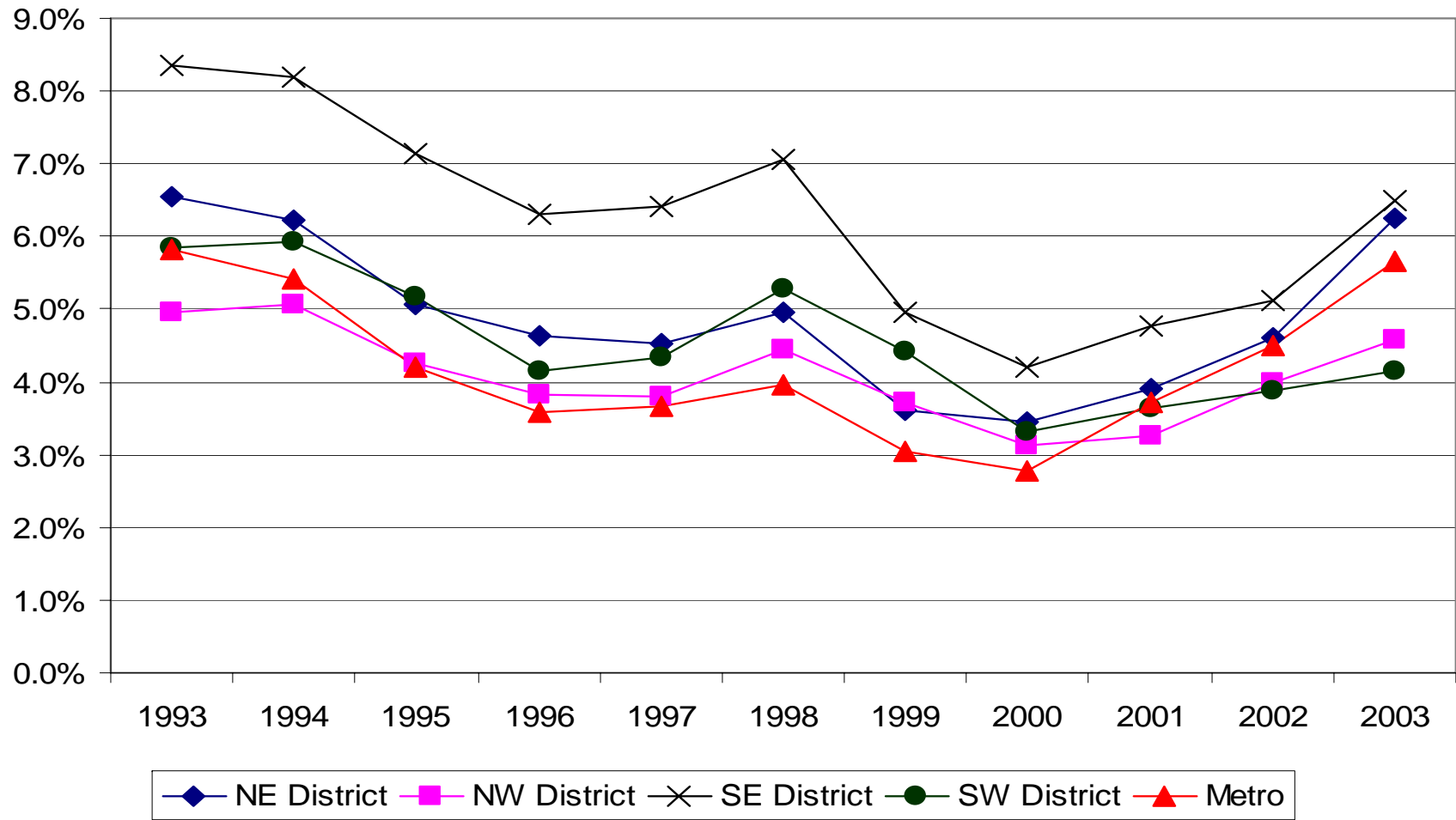
Table 6
 Employment and Unemployment Rate for State, Metropolitan, Non-metropolitan,
 and the Four OCES Districts, 1998-2003

Area	Employment			<i>Unemployment Rate</i>	
	1998	2003	Change 1998-2003	1998	2003
Northeast District	170,770	174,220	2.0%	5.0%	6.3%
Northwest District	109,270	105,650	-3.3%	4.4%	4.6%
Southeast District	164,650	178,290	8.3%	7.1%	6.5%
Southwest District	95,910	97,620	1.8%	5.3%	4.2%
Non-metropolitan	540,600	555,780	2.8%	5.6%	5.7%
Metropolitan	1,010,040	1,044,300	3.4%	4.0%	5.7%
State	1,550,640	1,600,080	3.2%	4.5%	5.7%

Source: Oklahoma Employment Security Commission

Notes: District totals exclude metropolitan counties within it borders. Metropolitan definitions are defined by definitions released in June 2003.

**Figure 16. Unemployment Rates, 1993-2003
The OCES Districts and Metro Oklahoma**



Source: Oklahoma Employment Security Commission

Table 7a
Employment by Industry for State and Four OCES Districts¹, 1995-2000
Consistent with SIC Industry Definitions²

	Oklahoma			Northeast District ³			Northwest District ³		
	1995	2000	Change	1995	2000	Change	1995	2000	Change
Farm Employment	93,184	98,575	5.8%	16,616	17,591	5.9%	16,826	17,366	3.2%
Ag Services/Forestry, etc	20,907	22,240	6.4%	1,909	835	-56.3%	1,954	1,306	-33.2%
Mining	62,993	55,753	-11.5%	1,824	445	-75.6%	6,912	5,392	-22.0%
Construction	87,927	102,609	16.7%	9,146	10,506	14.9%	6,596	5,806	-12.0%
Manufacturing	178,541	189,640	6.2%	19,693	20,239	2.8%	9,990	8,603	-13.9%
Transportation/Public Utilities	87,062	103,041	18.5%	6,071	7,037	15.9%	6,966	7,404	6.3%
Wholesale Trade	71,132	75,826	6.6%	4,454	5,373	20.6%	4,633	4,202	-9.3%
Retail Trade	307,449	333,825	8.6%	32,018	34,036	6.3%	21,420	21,485	0.3%
Finance, Insurance, Real Estate	103,482	129,868	25.5%	7,687	10,193	32.6%	6,017	7,489	24.5%
Services	481,044	573,145	19.2%	36,828	43,481	18.1%	20,256	22,666	11.9%
Gov't and Gov't Enterprises	316,575	330,563	4.4%	40,621	44,941	10.6%	20,206	21,075	4.3%
Total Full-and Part-Time Employment	1,810,296	2,015,085	11.3%	188,787	209,667	11.1%	132,360	139,768	5.6%

Source: Bureau of Economic Analysis, Regional Economic Information System

¹ Metropolitan counties within the district's boundaries have been excluded. Metropolitan definitions are consistent with those released in June 2003 by the Office of Management and Budget.

² Do not compare data from 2000 or earlier to data for 2001 and 2002. Industry definitions are not consistent.

³ Due to a lack of disclosure in some sectors, some of the totals shown are less than actual. These are denoted in **bold italics**. The values for total full and part time employment do not have missing data.

Table 7a (Continued)
Employment by Industry for State and Four OCES Districts¹, 1995-2000
Consistent with SIC Industry Definitions²

	Oklahoma			Southeast District ³			Southwest District ³		
	1995	2000	Change	1995	2000	Change	1995	2000	Change
Farm Employment	93,184	98,575	5.8%	20,496	21,964	7.2%	14,633	15,098	3.2%
Ag Services/Forestry, etc	20,907	22,240	6.5%	2,524	1,029	-59.2%	2,443	1,354	-44.6%
Mining	62,993	55,753	-11.5%	6,752	4,738	-29.8%	5,532	4,991	-9.8%
Construction	87,927	102,609	16.7%	8,862	10,093	13.9%	4,805	4,348	-9.5%
Manufacturing	178,541	189,640	6.2%	21,583	23,036	6.7%	8,385	7,883	-6.0%
Transportation/Public Utilities	87,062	103,041	18.4%	6,966	7,630	9.5%	4,608	4,051	-12.1%
Wholesale Trade	71,132	75,826	6.6%	5,497	5,187	-5.6%	3,187	2,469	-22.5%
Retail Trade	307,449	333,825	8.6%	31,410	32,525	3.6%	18,098	19,711	8.9%
Finance, Insurance, Real Estate	103,482	129,868	25.5%	7,025	9,561	36.1%	5,002	6,472	29.4%
Services	481,044	573,145	19.2%	43,868	50,011	14.0%	22,867	23,760	3.9%
Gov't and Gov't Enterprises	316,575	330,563	4.4%	33,126	36,536	10.3%	23,753	23,628	-0.5%
Total Full-and Part-Time Employment	1,810,296	2,015,085	11.3%	189,299	207,491	9.6%	113,831	119,019	4.6%

Source: Bureau of Economic Analysis, Regional Economic Information System

¹ Metropolitan counties within the district's boundaries have been excluded. Metropolitan definitions are consistent with those released in June 2003 by the Office of Management and Budget.

² Do not compare data from 2000 or earlier to data for 2001 and 2002. Industry definitions are not consistent.

³ Due to a lack of disclosure in some sectors, some of the totals shown are less than actual. These are denoted in **bold italics**. The values for total full and part time employment do not have missing data.

Table 7b
Employment by Industry for State and Four OCES Districts¹, 2001-2002
Consistent with NAICS Industry Definitions²

	Oklahoma			Northeast District ³			Northwest District ³		
	2001	2002	Change	2001	2002	Change	2001	2002	Change
Farm employment	101,178	100,314	-0.9%	18,124	17,907	-1.2%	17,995	17,687	-1.7%
Forestry, fishing, etc	8,818	8,869	0.6%	0	171	17000%	501	540	7.8%
Mining	56,438	54,920	-2.7%	1,693	4,535	167.9%	6,432	6,929	7.7%
Utilities	11,453	11,301	-1.3%	435	447	2.8%	493	507	2.8%
Construction	112,311	111,061	-1.1%	9,693	12,414	28.1%	6,582	6,254	-5.0%
Manufacturing	176,778	159,176	-10.0%	19,338	16,151	-16.5%	8,090	7,649	-5.5%
Wholesale trade	62,503	62,833	0.5%	4,452	4,316	-3.1%	3,625	3,492	-3.7%
Retail Trade	226,035	223,249	-1.2%	24,108	24,221	0.5%	14,721	14,854	0.9%
Transportation/warehousing	58,080	56,061	-3.5%	1,229	1,284	4.5%	4,257	4,476	5.1%
Information	41,413	39,986	-3.5%	1,861	1,918	3.1%	1,264	1,337	5.8%
Finance and insurance	77,732	79,438	2.2%	5,160	5,321	3.1%	4,478	4,576	2.2%
Real estate/rental and leasing	59,128	68,381	15.7%	4,398	5,472	24.4%	2,648	3,108	17.4%
Prof./ technical services	89,385	90,686	1.5%	5,682	6,082	7.0%	1,570	2,076	32.2%
Mgmt of companies	13,998	13,746	-1.8%	348	333	-4.3%	154	138	-10.4%
Administ. and waste services	122,981	118,458	-3.7%	7,201	6,495	-9.8%	5,118	4,272	-16.5%
Educational services	22,367	22,930	2.5%	500	522	4.4%	337	350	3.9%
Health care/social assistance	179,081	184,290	2.9%	5,954	6,149	3.3%	9,705	10,200	5.1%
Arts, entertain. and recreation	26,144	26,933	3.0%	2,548	2,649	4.0%	1,128	1,117	-1.0%
Accommod./food services	123,822	124,565	0.6%	12,161	12,442	2.3%	5,735	5,040	-12.1%
Other services, exc public admin	118,645	120,698	1.7%	12,796	13,112	2.5%	7,360	8,388	14.0%
Gov't and gov't enterprises	333,176	333,481	0.1%	45,575	46,012	1.0%	20,763	20,895	0.6%
Total Employment	2,021,466	2,011,376	-0.5%	208,807	207,926	-0.4%	141,131	140,213	-0.6%

Source: Bureau of Economic Analysis, Regional Economic Information System

See Table 7a for table end notes.

Table 7b (continued)
Employment by Industry for State and Four OCES Districts¹, 2001-2002
Consistent with NAICS Industry Definitions²

	Oklahoma			Southeast District ³			Southwest District ³		
	2001	2002	Change	2001	2002	Change	2001	2002	Change
Farm employment	101,178	100,314	-0.9%	22,371	22,341	-0.1%	15,509	15,364	-0.9%
Forestry, fishing, etc	8,818	8,869	0.6%	180	184	2.2%	300	462	54.0%
Mining	56,438	54,920	-2.7%	7,024	6,166	-12.2%	5,726	5,463	-4.6%
Utilities	11,453	11,301	-1.3%	1,165	1,098	-5.8%	783	792	1.2%
Construction	112,311	111,061	-1.1%	10,761	10,798	0.3%	5,614	5,678	1.1%
Manufacturing	176,778	159,176	-10.0%	20,071	19,257	-4.1%	7,137	6,359	-10.9%
Wholesale trade	62,503	62,833	0.5%	5,115	5,166	1.0%	1,823	1,794	-1.6%
Retail Trade	226,035	223,249	-1.2%	22,982	22,589	-1.7%	15,060	14,821	-1.6%
Transportation/warehousing	58,080	56,061	-3.5%	4,694	4,672	-0.5%	2,155	2,109	-2.1%
Information	41,413	39,986	-3.5%	2,123	1,876	-11.6%	946	888	-6.1%
Finance and insurance	77,732	79,438	2.2%	5,611	6,122	9.1%	3,716	3,830	3.1%
Real estate/rental and leasing	59,128	68,381	15.7%	3,551	4,705	32.5%	2,184	2,694	23.4%
Prof./ technical services	89,385	90,686	1.5%	4,649	5,743	23.5%	1,748	1,958	12.0%
Mgmt of companies	13,998	13,746	-1.8%	213	213	0.0%	134	139	3.7%
Administ. and waste services	122,981	118,458	-3.7%	7,847	7,691	-2.0%	1,541	1,713	11.2%
Educational services	22,367	22,930	2.5%	1,336	1,436	7.5%	506	453	-10.5%
Health care/social assistance	179,081	184,290	2.9%	13,321	15,123	13.5%	4,641	3,782	-18.5%
Arts, entertain. and recreation	26,144	26,933	3.0%	1,641	1,897	15.6%	634	805	27.0%
Accommod./food services	123,822	124,565	0.6%	9,849	10,258	4.2%	4,824	4,964	2.9%
Other services, exc public admin	118,645	120,698	1.7%	13,009	13,482	3.6%	7,453	7,165	-3.9%
Gov't and gov't enterprises	333,176	333,481	0.1%	37,565	37,401	-0.4%	23,402	23,495	0.4%
Total Employment	2,021,466	2,011,376	-0.5%	210,553	209,506	-0.5%	119,505	119,451	-0.1%

Source: Bureau of Economic Analysis, Regional Economic Information System

See Table 7a for table end notes.

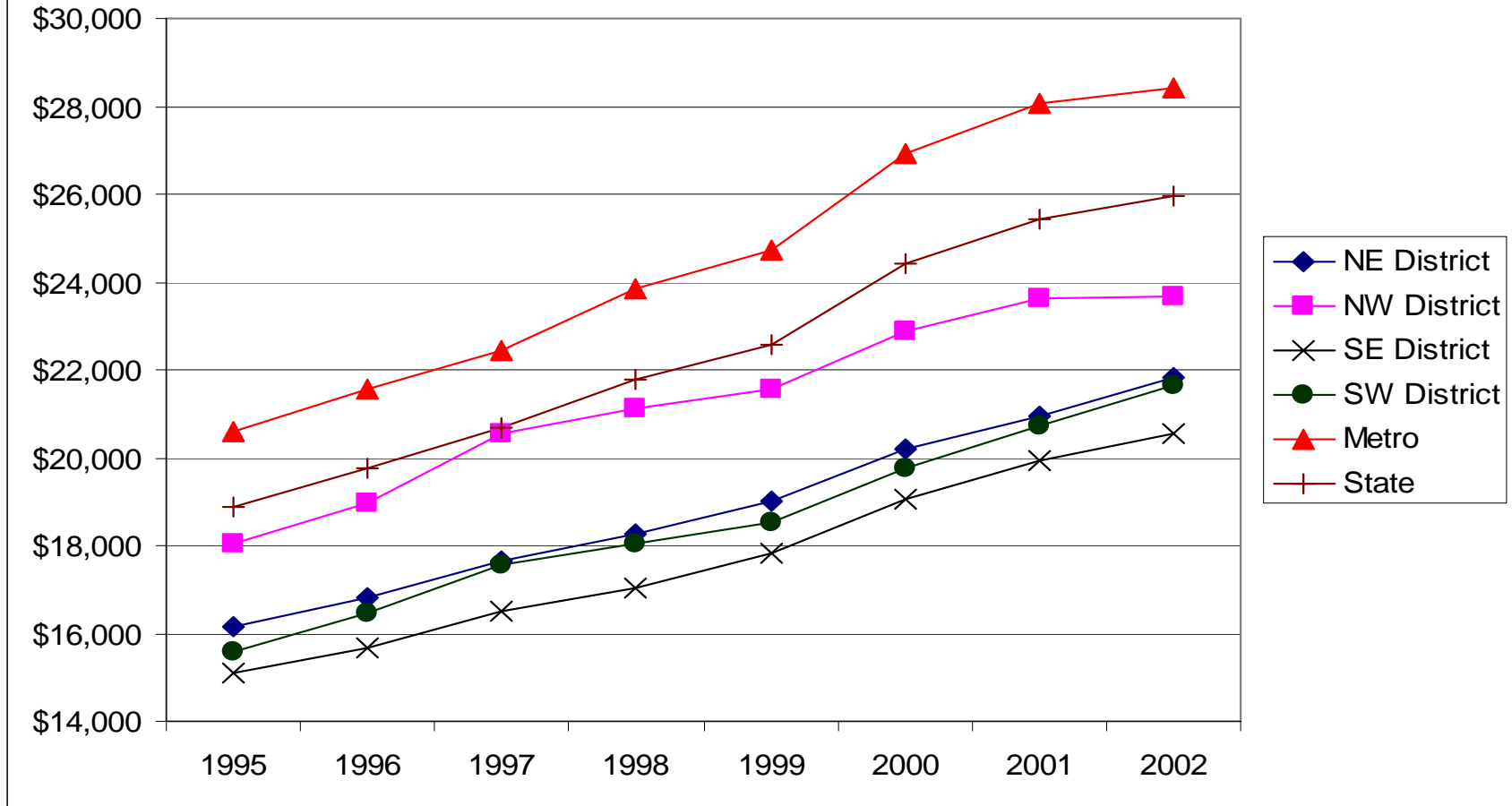
Table 8
Total Personal and Per Capita Income for State, Metropolitan, Non-metropolitan,
And the Four OCES Districts - 1995-2002

<i>Area</i>	<i>Total Personal Income (Thousands of \$)</i>		<i>Change 1995-02</i>	<i>Per Capita Income (Dollars)</i>	
	1995	2002		1995	2002
NE District	6,400,361	9,171,166	43.3%	16,167	21,827
NW District	4,148,364	5,404,666	30.3%	18,037	23,689
SE District	6,076,675	8,549,523	40.7%	15,099	20,536
SW District	3,664,838	4,930,693	34.5%	15,565	21,646
Nonmetro	20,290,238	28,056,048	38.3%	16,055	21,708
Metro	42,104,899	62,451,646	48.3%	20,595	28,423
State	62,395,137	90,507,694	45.1%	18,861	25,936

Note: District totals exclude metropolitan counties within its boundaries. Metropolitan definitions are consistent with those released in June 2003 by the Office of Management and Budget.

Source: Regional Economic Information System, Bureau of Economic Analysis

Figure 17. Per Capita Income for the OCES Districts, State, & Metropolitan Areas, 1995-2002



Source: Bureau of Economic Analysis, Regional Economic Information System

Table 9 provides data showing total personal income by major source for the state and the non-metropolitan counties of the four OCES service districts for the years 1995 and 2002. Beginning with the Northeast district, total personal income increased from 1995 to 2002 by 43.3 percent. This compares to 45.1 percent for the state. Note that growth for adjustment for residence is positive for the district (47.9 percent). The growth in the adjustment for residence indicates that more income is earned by people who work outside of the district, but who bring their paycheck home. A major source of income growth for the district, for the time shown, is proprietors' income (67.5 percent). Among the four districts, this is the greatest increase in proprietors' income, but is not as large as the 85.8 percent growth rate experienced by the state overall.

Transfer payments increased by 49.5 percent for the Northeast district over the time shown. Transfer payments include "welfare payments" or income maintenance benefits, but they also include a variety of other payments by the government. Table 10 shows a breakdown of the various categories of transfer payments received in the state and in the non-metropolitan counties of the four OCES districts. For the Northeast district the largest category of transfers is medical payments, followed by retirement and disability insurance. The fastest growing category of transfers from 1995 to 2002 is business payments to individuals (166.9 percent), followed by unemployment insurance benefits (113.5 percent). Business payments to individuals is also the fastest growing category statewide, growing by 165.9 percent for the year.

In the Northwest district, total personal income increased by 30.3 percent, compared to 45.1 percent for the state. Adjustments for residence declined significantly going from positive to negative meaning that people are working in the district but living outside of the district (and taking their income home with them.) Major sources of increased income in the

district from 1995 to 2002 include transfer payments (34.5 percent), supplements to wages and salaries (31.6 percent), and wage and salary disbursements (31.4 percent). Retirement and disability insurance benefits are the largest source of transfer payments in the district. The category of transfers with the greatest growth for the time shown is business payments to individuals (149.4 percent.) From 1995 to 2002, unemployment benefits increased by 131.9 percent in the Northwest district.

Total personal income increased by 40.7 percent in the Southeast district from 1995 to 2002, compared to 45.1 percent for the state. Major sources of income growth include adjustment for residence (50.1 percent), proprietors' income (45.7 percent), and transfer payments (43.7 percent). The largest category of transfer payments for the Southeast district is medical payments, followed by retirement and disability insurance. The fastest growing categories of transfer payments from 1995 to 2002 were business payments to individuals (160.1 percent.)

In the Southwest district, total personal income increased by 34.5 percent from 1995 to 2002. The major sources of growth were proprietors' income (56.6 percent), adjustment for residence (51.7 percent), and transfer payments, which increased by 33.7 percent. The largest category of transfers is medical payments, followed by retirement and disability insurance. The fastest growing category of transfer payments for the years shown appears to be business payments to individual with growth of 144.5 percent, although this is somewhat questionable due to lack of disclosure issues. The next fastest growth is in unemployment benefits, which increased by 92.4 percent.

Table 9
Total Personal Income by Major Source for the State and the Four OCES Districts, 1995-2002
(Thousands of Dollars)

	Oklahoma			Northeast District			Northwest District		
	1995	2002	Change	1995	2002	Change	1995	2002	Change
Earnings by place of work	45,397,273	65,843,459	45.0%	3,931,449	5,473,847	39.2%	2,752,515	3,575,293	29.9%
Wage and salary disbursements	31,543,331	44,154,202	40.0%	2,763,567	3,725,764	34.8%	1,881,506	2,472,805	31.4%
Proprietors' income	6,021,444	11,187,094	85.8%	488,626	818,575	67.5%	418,829	507,300	21.1%
Supplements to wages and salaries	7,832,498	10,502,163	34.1%	679,256	929,508	36.8%	452,180	595,188	31.6%
plus: Adjustment for residence	738,612	1,013,558	37.2%	360,443	532,959	47.9%	6,133	-13,733	-323.9%
plus: Dividends, interest, and rent	11,141,886	15,477,112	38.9%	1,208,035	1,722,606	42.6%	922,745	1,180,116	27.9%
plus: Personal current transfer receipts	10,311,474	15,179,234	47.2%	1,373,875	2,053,672	49.5%	787,763	1,059,759	34.5%
less: Contributions for gov't social insur	5,194,108	7,005,669	34.9%	473,441	611,918	29.3%	320,792	396,769	23.7%
Total Personal income	62,395,137	90,507,694	45.1%	6,400,361	9,171,166	43.3%	4,148,364	5,404,666	30.3%

Note: District totals exclude metropolitan counties within its boundaries. Metropolitan definitions are consistent with those released in June 2003 by the Office of Management and Budget.

Source: Regional Economic Information System, Bureau of Economic Analysis

Table 9 (Continued)
 Total Personal Income by Major Source for the State and the Four OCES Districts, 1995-2002
 (Thousands of Dollars)

	Oklahoma			Southeast District			Southwest District		
	1995	2002	Change	1995	2002	Change	1995	2002	Change
Earnings by place of work	45,397,273	65,843,459	45.0%	3,589,535	4,974,988	38.6%	2,127,964	2,870,615	34.9%
Wage and salary disbursements	31,543,331	44,154,202	39.9%	2,471,279	3,393,545	37.3%	1,442,765	1,894,252	31.3%
Proprietors' income	6,021,444	11,187,094	85.8%	516,591	752,745	45.7%	305,300	478,021	56.6%
Supplements to wages and salaries	7,832,498	10,502,163	34.1%	601,665	828,698	37.7%	379,899	498,342	31.2%
plus: Adjustment for residence	738,612	1,013,558	37.2%	376,928	565,792	50.1%	136,091	206,419	51.7%
plus: Dividends, interest, and rent	11,141,886	15,477,112	38.9%	1,045,876	1,413,630	35.2%	773,309	989,457	28.0%
plus: Personal current transfer receipts	10,311,474	15,179,234	47.2%	1,503,415	2,159,919	43.7%	880,311	1,177,108	33.7%
less: Contributions for gov't social insur	5,194,108	7,005,669	34.9%	439,079	564,806	28.6%	252,837	312,906	23.8%
Total Personal income	62,395,137	90,507,694	45.1%	6,076,675	8,549,523	40.7%	3,664,838	4,930,693	34.5%

Note: District totals exclude metropolitan counties within its boundaries. Metropolitan definitions are consistent with those released in June 2003 by the Office of Management and Budget.

Source: Regional Economic Information System, Bureau of Economic Analysis

Table 10
Transfer Payments for the State and the Four OCES Districts, 1995-2002
(Thousands of Dollars)

	Oklahoma			Northeast			Northwest		
	1995	2002	Change	1995	2002	Change	1995	2002	Change
Retirement & Disability	4,640,232	5,969,927	28.7%	613,079	798,738	30.3%	394,875	469,653	18.9%
Medical Payments	3,411,332	5,717,570	67.6%	459,872	801,973	74.4%	270,274	404,362	49.6%
Income Maintenance Benefits	1,047,034	1,393,745	33.1%	134,828	173,840	28.9%	53,163	75,819	42.6%
Unemployment Insurance	131,949	335,970	154.6%	15,685	33,484	113.5%	7,242	16,797	131.9%
Veterans Benefits	491,575	716,904	45.8%	71,011	101,867	43.5%	22,189	28,494	28.4%
Fed educ.& trng. asst.pymts, (excl vets)	144,227	212,872	47.6%	24,911	41,922	68.3%	(L)	(L)	(L)
Other pymts to individuals	15,321	20,047	30.9%	2,617	3,437	31.3%	(L)	(L)	(L)
Payments to non-profit institutions	290,480	441,775	52.1%	35,057	53,526	52.7%	20,291	28,936	42.6%
Business pymts to individuals	139,324	370,424	165.9%	16,815	44,885	166.9%	9,731	24,266	149.4%
Total Transfer Payments	10,311,474	15,179,234	47.2%	1,373,875	2,053,672	49.5%	787,763	1,059,759	34.5%

Note: District totals exclude metropolitan counties within its boundaries. Metropolitan definitions are consistent with those released in June 2003 by the Office of Management and Budget.

(L): Two or more counties were unable to report due to amounts being less than \$50,000, but estimates for this item are included in the totals.

Source: Regional Economic Information System, Bureau of Economic Analysis

Table 10 (Continued)
 Transfer Payments for the State and the Four OCES Districts, 1995-2002
 (Thousands of Dollars)

	Oklahoma			Southeast			Southwest		
	1995	2002	Change	1995	2002	Change	1995	2002	Change
Retirement & Disability	4,640,232	5,969,927	28.7%	628,303	801,229	27.5%	378,473	446,174	17.9%
Medical Payments	3,411,332	5,717,570	67.6%	523,057	860,748	64.6%	329,686	481,672	46.1%
Income Maintenance Benefits	1,047,034	1,393,745	33.1%	178,285	221,189	24.1%	84,943	105,105	23.7%
Unemployment Insurance	131,949	335,970	154.6%	19,171	37,482	95.5%	9,206	17,711	92.4%
Veterans Benefits	491,575	716,904	45.8%	79,375	110,809	39.6%	37,537	59,338	58.1%
Fed educ.& trng. asst.pymts, (excl vets)	144,227	212,872	47.6%	20,332	28,037*	37.9%	(L)	(L)	(L)
Other pymts to individuals	15,321	20,047	30.9%	(L)	(L)	(L)	(L)	(L)	(L)
Payments to non-profit institutions	290,480	441,775	52.1%	35,634	53,014	48.8%	20,570	28,759	39.8%
Business pymts to individuals	139,324	370,424	165.9%	17,092	44,454	160.1%	9,864	24,117	144.5%
Total Transfer Payments	10,311,474	15,179,234	47.2%	1,503,415	2,159,919	43.7%	880,311	1,177,108	33.7%

Note: District totals exclude metropolitan counties within its boundaries. Metropolitan definitions are consistent with those released in June 2003 by the Office of Management and Budget.

* One county was unable to report due to the amount being less than \$50,000. The value shown is the total of the remaining counties. Estimates for this item are included in total transfers.

(L): Two or more counties were unable to report due to amounts being less than \$50,000, but estimates for this item are included in the totals.

Source: Regional Economic Information System, Bureau of Economic Analysis

Trends in Retail Trade

Table 11 contains retail sales data for fiscal years 1994 and 2004, as available from the ORIGINS database. In rural Oklahoma, the largest growth in retail sales from FY 1994 to 2004 was in the eastern half of the state. Retail sales in the Northeast district increased from about \$1.95 billion in 1994 to \$2.87 billion in 2004—growth of about 46.9 percent. Retail sales in the Southeast district increased from about \$1.87 billion to \$2.72 billion, an increase of 45.9 percent. Retail sales in the Southwest district increased by 37.0 percent from \$1.11 billion to \$1.52 billion, while retail sales in the Northwest increased 27.0 percent from \$1.42 billion to \$1.80 billion.

Across the state, retail sales increased from \$22.26 billion in FY 1994 to \$32.25 billion in FY 2004 for a growth rate of 44.9 percent. Metropolitan retail sales increased a bit faster at a rate of 46.6 percent. Total metro sales increased from \$15.92 billion in FY 1994 to \$23.34 billion in FY 2004. Rural retail sales increased from \$6.34 billion to \$8.91 billion (an increase of 40.4 percent).

From FY 2002 to FY 2003, state retail sales were down slightly—about 0.5 percent. They had also fallen slightly from FY 2001 to FY 2002. From FY 2003 to FY 2004, sales are up statewide by 4.8 percent. All of the four districts are reporting sales slightly higher than last year—which is good news.

Per capita retail sales dollars (average retail dollars spent per person) in non-metropolitan counties of the Northeast district went from \$5,048 in FY 1994 to \$6,769 in FY 2004. This compares to an increase for the state of \$6,845 to \$9,184. The gap between per capita retail sales for the state and non-metro counties in the Northeast district widened from \$1,797 to \$2,415 in the ten-year time span.

Per capita retail sales in the Northwest district increased from \$6,202 to \$7,909, and the

gap between the district and the state widened from \$644 to \$1,276. In the Southeast district, per capita retail sales increased from \$4,726 to \$6,510. The gap between the district and the state widened from \$2,120 to \$2,674. Finally in the Southwest district, per capita retail sales increased from \$4,751 to \$6,691, and the gap between the state and the district increased from \$2,094 to \$2,493.

Note that all four non-metropolitan districts widened their per capita retail gap relative to the state over the decade indicated. This is a telling indicator concerning the state of the economy in rural Oklahoma. When comparing metro versus non-metro counties, income gaps are widening, retail sales gaps are widening, and population is shifting in favor of the metropolitan areas.

Table 11
 Total Retail Sales and Per Capita Retail Sales for State, Metropolitan, Non-metropolitan,
 And the Four OCES Districts - Fiscal Years 1994 and 2004

Area	Total Retail Sales			Per Capita Retail Sales	
	FY 1994	FY 2004	Change 1994-2004	1994	2004
Northeast District	\$1,950,697,987	\$2,865,233,997	46.9%	\$5,048.39	\$6,768.77
Northwest District	\$1,415,190,969	\$1,797,000,680	27.0%	\$6,201.54	\$7,908.53
Southeast District	\$1,867,699,011	\$2,724,251,281	45.9%	\$4,725.96	\$6,510.03
Southwest District	\$1,110,409,776	\$1,520,794,411	37.0%	\$4,751.43	\$6,691.46
Non-metropolitan	\$6,343,997,742	\$8,907,280,369	40.4%	\$5,102.96	\$6,871.48
Metropolitan	\$15,919,618,736	\$23,342,827,605	46.6%	\$7,923.76	\$10,537.27
State	\$22,263,616,478	\$32,250,107,974	44.9%	\$6,845.50	\$9,184.06

Note: District totals exclude metropolitan counties within its boundaries.

Source: ORIGINS (<http://origins.ou.edu>)

Summary

The following highlights summarize the observations made in this paper concerning the variables of population, employment, income, and retail sales for the state of Oklahoma, metro versus non-metro regions of the state, and the four OCES service districts.

Metropolitan and Non-metropolitan Oklahoma

- Changes in the definitions of “metropolitan” by the Office of Management and Budget caused Oklahoma to have 17 metropolitan counties (up from 14), 17 micropolitan counties (totally new designation), and 43 non-classified counties.
- From 2000 to 2003, population in non-metropolitan counties of Oklahoma increased by 0.2%. The metropolitan population increased by 2.7% from 2000 to 2003. The state’s population increased by 1.76% for the three years indicated.
- From 2000 to 2003, 37 counties lost population to some degree. All of these counties, except two (Comanche and Okmulgee), were non-metropolitan counties.
- There appears to be a shift of the state's total population and the state's elderly population toward the metropolitan areas. From 1990 to 2000, the state's non-metropolitan population of those aged 65 and over declined by -4.0%. In metropolitan Oklahoma this population increased by 19.0% during the same time frame. A similar pattern is seen for the 2000 to 2003 time frame.
- A major employment growth industry for non-metropolitan Oklahoma from 1995 to 2000 was finance, insurance and real estate (FIRE.) The major sources of employment growth for metropolitan Oklahoma were finance, insurance and real estate, transportation and public utilities, and services. Mining jobs were lost statewide.
- Because of new industry definitions in employment data released by the Bureau of Economic Analysis (BEA), data for 2001 and 2002 are not comparable to data for 2000 and before. 2002 industry classifications show that the largest employer statewide is government and government enterprises followed by retail trade.
- Total personal income in non-metro Oklahoma in 2002 was 31.0% of the state total.
- In 2001, per capita income for non-metro Oklahoma was only 76.4% of the per capita income for metro Oklahoma and just 83.7% of the state's average. In 1995, PCI in non-metro Oklahoma was 85.1% of the state average. Rural Oklahoma is losing ground in terms of PCI.
- Metropolitan counties received 55.9% of the states total transfer payments in 1995. That percentage increased to 57.5% in 2002.
- Non-metropolitan counties are more reliant on transfer payments to support total personal income than are metropolitan counties.
- In 2004, per capita retail sales equaled \$6,871 for non-metro Oklahoma, \$9,184 for the state, and \$10,537 for metro-Oklahoma. Over the last 10 years, the gap between non-metro counties and the rest of the state has widened appreciably.

The Four OCES Districts

- In the Northwest district, 10 counties lost population from 1990-2000. Texas County was the only county in the Northwest to show positive population growth greater than 20% from 1990-2000. In terms of the older population (age 65 and over), 9 counties suffered major loss from 1990-2000. In addition, 13 counties suffered substantial population loss of those age of 15 and under from 1990-2000. Only Texas County experienced major population growth of young people from 1990-2000.
- In the Northeast district, 18 counties experienced substantial population growth from 1990-2000 (all counties except Washington, Okfuskee, and Muskogee). No counties showed population decline. From 2000-03, Rogers, Wagoner, Payne, and Delaware Counties continued their strong growth rates. From 1990-2000, 2 counties experienced more than 20% growth in the older population, and 2 counties experienced greater than 20% growth of the 15 and under population from 1990-2000.
- In the Southwest district, 9 counties experienced major population loss in 1990-2000. The metropolitan counties of Canadian, Cleveland, and McClain experienced population growth greater than 12%. All of these 3, along with Grady show the fastest growth for 2000-2003. Canadian, Cleveland, and McClain also experienced greater than 20% population growth among the older population during the same time period (1990-2000). Canadian, McClain, Cleveland, and Oklahoma Counties experienced greater than 5% population growth among those age 15 and under from 1990-2000.
- In the Southeast district from 1990-2000, 14 counties experienced substantial growth. Only Seminole County posted negative growth. For 1990-2000 and 2000-03, Marshall County continues to be the fastest growing county in the district. While total population has grown in this district, the growth has not been in terms of the older population. Only 2 counties located in the Southeast district posted significant increases in the older population from 1990-2000. Seven counties posted substantial gain in the younger population from 1990-2000, while 2 counties lost significant population of this group.
- Unemployment rates across the state in 2000 were low; however, the rates for the non-metropolitan OCES districts were all slightly higher than the state average of 3.0%. All areas of the state saw unemployment rates increase for 2001, 2002, and 2003.
- The largest employers in the OCES districts for 2002:
 - Northeast: government and retail.
 - Northwest: government and farms.
 - Southeast: government and retail.
 - Southwest: government and farms.
- Total personal income in the non-metropolitan counties of the Northwest, Northeast, Southwest and Southeast districts in 2002 was 6%, 10%, 5%, and 9% of the state total, respectively.
- Per capita income in 2002 in the non-metropolitan counties of the OCES districts lagged the state by the following amounts per capita:
 - Northeast: \$4,109
 - Northwest: \$2,447
 - Southeast: \$5,400
 - Southwest: \$4,290
- In FY 2004, per capita retail sales in the non-metropolitan counties of the OCES districts equaled the following:

- Northeast: \$6,769
- Northwest: \$7,909
- Southeast: \$6,510
- Southwest: \$6,691
- State: \$9,184

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