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COLLEGE OF BUSINESS

Center for Economic &  
Management Research



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**OVERVIEW**

Created by the Oklahoma Territorial Legislature in 1890, the University of Oklahoma is a doctoral degree granting research university serving the educational, cultural, economic and health-care needs of the state, region and nation. The Norman campus serves as home to all of the university's academic programs except health-related fields. Both the Norman and Health Sciences Center colleges offer programs at the Schusterman Center, the site of OU-Tulsa. The OU Health Sciences Center, which is located in Oklahoma City, is one of only four comprehensive academic health centers in the nation with seven professional colleges. OU enrolls more than 30,000 students, has more than 2,400 full-time faculty members, and has 21 colleges offering 163 majors at the baccalaureate level, 166 majors at the master's level, 81 majors at the doctoral level, 27 majors at the doctoral professional level, and 26 graduate certificates. The university's annual operating budget is \$1.5 billion. The University of Oklahoma is an equal opportunity institution.

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The Growing Significance of Use Tax

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Online shopping increases revenue throughout the state

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*Note: comments by David Francis at Oklahoma Tax Commission*

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Oklahoma banks see increased deposits, market shares

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

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## ADJUSTED RETAIL TRADE FOR METRO AREAS AND STATE

	April 2021	March 2021	April 2020	Percentage Change	
				Apr '21 Apr '20	Apr '21 Mar '21
<b>OKLAHOMA</b>					
<b>Durable Goods</b>	<b>831,123,643</b>	<b>834,865,733</b>	<b>852,835,604</b>	-2.5	-0.4
Lumber, Building Materials and Hardware	354,662,094	345,263,574	314,429,743	12.8	2.7
Auto Accessories and Repair	179,534,809	180,231,909	195,169,786	-8.0	-0.4
Furniture	74,505,547	77,505,247	81,256,985	-8.3	-3.9
Computer, Electronics and Music Stores	85,295,106	91,246,791	106,051,940	-19.6	-6.5
Miscellaneous Durables	123,383,479	125,575,860	138,715,095	-11.1	-1.7
Used Merchandise	13,742,606	15,042,352	17,212,055	-20.2	-8.6
<b>Nondurable Goods</b>	<b>2,468,055,428</b>	<b>2,447,948,325</b>	<b>2,632,452,191</b>	-6.2	0.8
General Merchandise	901,657,558	887,851,469	851,821,175	5.9	1.6
Food Stores	371,325,061	354,282,942	321,409,501	15.5	4.8
Apparel	75,935,921	94,355,920	131,413,153	-42.2	-19.5
Eating and Drinking Places	556,980,706	601,668,801	692,871,946	-19.6	-7.4
Drug Stores	44,128,049	43,710,533	44,566,283	-1.0	1.0
Liquor Stores	48,111,265	44,647,786	40,665,625	18.3	7.8
Miscellaneous Nondurables	177,379,863	175,319,779	150,977,406	17.5	1.2
Gasoline	292,537,005	246,111,095	398,727,102	-26.6	18.9
<b>Total Retail Trade</b>	<b>3,299,179,071</b>	<b>3,282,814,058</b>	<b>3,485,287,795</b>	-5.3	0.5
<b>Electronic Shopping</b>	<b>427,295,524</b>	<b>235,960,662</b>	<b>138,209,847</b>	209.2	81.1
<i>Electronic Shopping (actual \$ collected at 5%)</i>	<i>21,364,776</i>	<i>11,798,033</i>	<i>6,910,492</i>	<i>209.2</i>	<i>81.1</i>
<b>OKLAHOMA CITY MSA</b>					
<b>Durable Goods</b>	<b>378,209,904</b>	<b>373,151,547</b>	<b>319,746,001</b>	18.3	1.4
Lumber, Building Materials and Hardware	153,494,691	152,145,696	139,590,796	10.0	0.9
Auto Accessories and Repair	68,757,380	68,612,950	64,307,113	6.9	0.2
Furniture	35,764,356	35,256,731	28,414,562	25.9	1.4
Computer, Electronics and Music Stores	37,196,463	36,709,119	30,366,683	22.5	1.3
Miscellaneous Durables	62,163,784	61,907,771	49,754,044	24.9	0.4
Used Merchandise (a)	20,833,229	18,519,280	7,312,803	184.9	12.5
<b>Nondurable Goods</b>	<b>910,023,976</b>	<b>924,166,691</b>	<b>838,078,699</b>	8.6	-1.5
General Merchandise	301,610,158	300,291,515	294,275,747	2.5	0.4
Food Stores	105,167,333	105,051,284	110,406,925	-4.7	0.1
Apparel	55,191,205	54,706,737	38,768,126	42.4	0.9
Eating and Drinking Places	229,582,092	230,593,332	208,846,181	9.9	-0.4
Drug Stores	19,627,452	19,382,941	17,222,395	14.0	1.3
Liquor Stores	19,433,512	19,192,825	18,224,800	6.6	1.3
Miscellaneous Nondurables	97,103,832	94,995,710	78,089,277	24.3	2.2
Gasoline	82,308,393	99,952,346	72,245,248	13.9	-17.7
<b>Total Retail Trade</b>	<b>1,288,233,879</b>	<b>1,297,318,238</b>	<b>1,157,824,700</b>	11.3	-0.7
<b>TULSA MSA</b>					
<b>Durable Goods</b>	<b>237,825,496</b>	<b>235,818,561</b>	<b>198,720,389</b>	19.7	0.9
Lumber, Building Materials and Hardware	92,151,056	91,630,278	82,995,986	11.0	0.6
Auto Accessories and Repair	34,537,502	34,406,891	30,479,001	13.3	0.4
Furniture	26,284,205	25,910,370	19,873,565	32.3	1.4
Computer, Electronics and Music Stores	33,888,122	33,415,220	27,095,163	25.1	1.4
Miscellaneous Durables	45,461,016	45,049,446	34,333,881	32.4	0.9
Used Merchandise	5,503,596	5,406,356	3,942,793	39.6	1.8
<b>Nondurable Goods</b>	<b>752,135,349</b>	<b>694,000,253</b>	<b>633,492,743</b>	18.7	8.4
General Merchandise	219,158,109	219,046,097	217,980,632	0.5	0.1
Food Stores	101,716,816	102,195,610	110,492,616	-7.9	-0.5
Apparel	33,686,082	32,855,673	18,568,600	81.4	2.5
Eating and Drinking Places	183,138,568	180,002,352	142,495,505	28.5	1.7
Drug Stores	11,624,147	11,704,041	12,613,768	-7.8	-0.7
Liquor Stores	14,248,920	14,209,011	13,615,969	4.6	0.3
Miscellaneous Nondurables	49,871,908	49,393,402	40,121,683	24.3	1.0
Gasoline	138,690,800	84,594,067	77,603,970	78.7	63.9
<b>Total Retail Trade</b>	<b>989,960,845</b>	<b>929,818,814</b>	<b>832,213,132</b>	19.0	6.5

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Electronic Shopping = NAICS 454110 (USE TAX at 5%)

(a) OKC NAICS for Used Merchandise Re-classified in 2020 by OTC (under review)

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

## ADJUSTED RETAIL TRADE FOR METRO AREAS AND STATE

	April 2021	March 2021	April 2020	Percentage Change	
				Apr '21 Apr '20	Apr '21 Mar '21
<b>LAWTON MSA</b>					
<b>Durable Goods</b>	<b>22,061,251</b>	<b>21,993,722</b>	<b>18,508,760</b>	19.2	0.3
Lumber, Building Materials and Hardware	9,061,192	9,098,554	8,092,083	12.0	-0.4
Auto Accessories and Repair	4,127,377	4,131,931	3,968,319	4.0	-0.1
Furniture	1,998,485	1,969,353	1,351,580	47.9	1.5
Computer, Electronics and Music Stores	2,317,770	2,287,700	1,788,555	29.6	1.3
Miscellaneous Durables	4,169,131	4,124,506	3,019,543	38.1	1.1
Used Merchandise	387,296	381,678	288,680	34.2	1.5
<b>Nondurable Goods</b>	<b>78,331,677</b>	<b>73,795,067</b>	<b>65,972,742</b>	18.7	6.1
General Merchandise	30,178,912	30,204,398	29,450,350	2.5	-0.1
Food Stores	5,842,826	5,893,099	6,337,727	-7.8	-0.9
Apparel	3,840,321	3,728,829	2,094,629	83.3	3.0
Eating and Drinking Places	19,973,084	19,665,767	15,566,816	28.3	1.6
Drug Stores	939,827	949,710	935,879	0.4	-1.0
Liquor Stores	1,283,133	1,287,780	1,269,034	1.1	-0.4
Miscellaneous Nondurables	5,658,626	5,590,926	4,378,748	29.2	1.2
Gasoline	10,614,948	6,474,558	5,939,559	78.7	63.9
<b>Total Retail Trade</b>	<b>100,392,929</b>	<b>95,788,789</b>	<b>84,481,502</b>	18.8	4.8
<b>ENID MICROSA</b>					
<b>Durable Goods</b>	<b>14,108,390</b>	<b>14,121,969</b>	<b>13,915,208</b>	1.4	-0.1
Lumber, Building Materials and Hardware	6,077,579	6,067,585	5,755,737	5.6	0.2
Auto Accessories and Repair	3,183,794	3,193,986	3,354,058	-5.1	-0.3
Furniture	894,524	884,961	680,933	31.4	1.1
Computer, Electronics and Music Stores	1,460,634	1,438,111	1,244,222	17.4	1.6
Miscellaneous Durables	2,190,602	2,237,462	2,637,913	-17.0	-2.1
Used Merchandise	301,257	299,863	242,345	24.3	0.5
<b>Nondurable Goods</b>	<b>49,513,571</b>	<b>46,017,478</b>	<b>47,762,841</b>	3.7	7.6
General Merchandise	15,976,457	15,834,731	14,751,406	8.3	0.9
Food Stores	6,755,371	6,831,619	7,772,870	-13.1	-1.1
Apparel	2,624,009	2,563,671	1,460,817	79.6	2.4
Eating and Drinking Places	10,688,341	10,674,222	14,371,755	-25.6	0.1
Drug Stores	912,348	920,194	938,125	-2.7	-0.9
Liquor Stores	648,106	655,584	702,175	-7.7	-1.1
Miscellaneous Nondurables	3,280,931	3,274,829	2,937,921	11.7	0.2
Gasoline	8,628,008	5,262,629	4,827,773	78.7	63.9
<b>Total Retail Trade</b>	<b>63,621,961</b>	<b>60,139,447</b>	<b>61,678,050</b>	3.2	5.8

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**ADJUSTED RETAIL TRADE FOR SELECTED CITIES**

	April 2021	March 2021	April 2020	Percentage Change	
				Apr '21 Apr '20	Apr '21 Mar '21
Ada	31,409,641	31,235,119	28,883,846	8.7	0.6
Altus	20,955,389	20,807,891	18,884,666	11.0	0.7
Alva	6,795,892	6,776,217	7,779,985	-12.6	0.3
Anadarko	5,711,240	5,704,002	5,609,570	1.8	0.1
Ardmore	46,759,388	46,297,265	39,943,164	17.1	1.0
Bartlesville	42,705,062	42,332,270	38,441,749	11.1	0.9
Blackwell	6,023,430	5,916,775	5,078,462	18.6	1.8
Broken Arrow	101,383,875	100,509,515	88,574,920	14.5	0.9
Chickasha	21,830,716	21,661,080	19,999,886	9.2	0.8
Clinton	7,989,799	7,937,071	7,358,486	8.6	0.7
Cushing	10,169,957	10,153,877	9,952,312	2.2	0.2
Del City	20,035,160	19,969,417	19,176,704	4.5	0.3
Duncan	26,211,707	26,026,412	23,074,173	13.6	0.7
Durant	30,906,654	30,695,207	27,721,800	11.5	0.7
Edmond	132,846,629	132,042,471	121,310,119	9.5	0.6
El Reno	15,602,689	15,395,371	14,103,511	10.6	1.3
Elk City	19,234,363	19,190,328	18,119,569	6.2	0.2
Enid	56,554,818	56,410,484	58,274,535	-3.0	0.3
Guthrie	14,352,754	14,157,115	12,240,736	17.3	1.4
Guymon	14,446,943	14,267,830	12,640,534	14.3	1.3
Henryetta	6,827,422	6,751,931	6,056,401	12.7	1.1
Hobart	2,794,664	2,769,669	2,560,137	9.2	0.9
Holdenville	4,473,501	4,455,014	4,168,833	7.3	0.4
Hugo	9,115,478	8,968,481	7,404,364	23.1	1.6
Idabel	9,752,735	9,739,078	9,020,077	8.1	0.1
Lawton	80,003,847	79,506,785	69,151,381	15.7	0.6
McAlester	31,215,494	30,987,419	27,849,516	12.1	0.7
Miami	15,362,554	15,227,309	13,402,715	14.6	0.9
Midwest City	65,531,001	65,458,435	61,397,671	6.7	0.1
Moore	70,975,703	70,483,291	61,883,085	14.7	0.7
Muskogee	48,567,778	48,216,984	41,831,503	16.1	0.7
Norman	140,782,680	138,973,218	116,201,694	21.2	1.3
Oklahoma City	653,830,589	647,222,870	561,374,256	16.5	1.0
Okmulgee	15,133,468	14,853,130	12,248,286	23.6	1.9
Pauls Valley	12,043,517	11,871,715	10,201,195	18.1	1.4
Pawhuska	4,108,606	4,028,727	3,233,918	27.0	2.0
Ponca City	30,523,493	30,288,083	27,177,868	12.3	0.8
Poteau	16,259,001	16,142,553	14,523,482	11.9	0.7
Sand Springs	26,440,804	26,414,277	25,747,376	2.7	0.1
Sapulpa	20,498,723	20,324,075	18,412,169	11.3	0.9
Seminole	11,500,363	11,407,990	10,386,141	10.7	0.8
Shawnee	49,387,456	49,044,644	42,567,910	16.0	0.7
Stillwater	64,286,957	63,453,139	54,840,435	17.2	1.3
Tahlequah	29,770,416	29,524,369	26,046,577	14.3	0.8
Tulsa	531,719,518	526,418,555	463,185,147	14.8	1.0
Watonga	2,576,901	2,567,314	2,531,136	1.8	0.4
Weatherford	17,405,212	17,302,136	16,141,549	7.8	0.6
Wewoka	1,651,733	1,637,671	1,514,347	9.1	0.9
Woodward	20,615,994	20,551,560	19,738,410	4.4	0.3
<b>TOTAL</b>	<b>2,625,081,716</b>	<b>2,602,076,139</b>	<b>2,307,966,306</b>	<b>13.74</b>	<b>0.88</b>

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