



Center for Economic & Management Research



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**Publications Staff**

Robert Dauffenbach, Director

Michael Reim, S.D.C.A.

Jessica Mason, Publications

Address all correspondence to:

*Oklahoma Business Bulletin*

Center for Economic and Management Research  
307 West Brooks, Room 4 Norman, Oklahoma  
73019-0450

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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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## ADJUSTED RETAIL TRADE FOR METRO AREAS AND STATE

	Apr 2022	Mar 2022	Apr 2021	Percentage Change	
				Apr '22 Apr '21	Apr '22 Mar '22
<b>OKLAHOMA</b>					
<b>Durable Goods</b>	<b>1,099,332,428</b>	<b>1,092,594,151</b>	<b>1,062,585,057</b>	3.5	0.6
Lumber, Building Materials and Hardware	497,463,730	489,164,009	453,435,289	9.7	1.7
Auto Accessories and Repair	234,345,316	232,777,828	203,642,050	15.1	0.7
Furniture	86,531,808	88,510,630	102,035,136	-15.2	-2.2
Computer, Electronics and Music Stores	105,537,598	104,598,659	107,351,699	-1.7	0.9
Miscellaneous Durables	153,724,267	156,277,239	177,219,769	-13.3	-1.6
Used Merchandise	21,729,709	21,265,786	18,901,114	15.0	2.2
<b>Nondurable Goods</b>	<b>3,322,805,278</b>	<b>3,143,085,254</b>	<b>3,041,005,685</b>	9.3	5.7
General Merchandise	967,644,082	965,435,345	965,092,407	0.3	0.2
Food Stores	378,116,641	375,654,906	353,122,170	7.1	0.7
Apparel	127,012,250	128,399,946	140,478,758	-9.6	-1.1
Eating and Drinking Places	825,812,577	824,912,856	735,578,472	12.3	0.1
Drug Stores	47,115,537	47,534,431	44,858,455	5.0	-0.9
Liquor Stores	51,593,824	51,192,509	49,531,077	4.2	0.8
Miscellaneous Nondurables	211,156,092	212,037,408	229,533,574	-8.0	-0.4
Gasoline	714,354,275	537,917,853	522,810,771	36.6	32.8
<b>Total Retail Trade</b>	<b>4,422,137,706</b>	<b>4,235,679,405</b>	<b>4,103,590,741</b>	7.8	4.4
<b>(!) Electronic Shopping</b>	<b>375,003,524</b>	<b>304,521,770</b>	<b>427,295,524</b>	-12.2	23.1
<i>Electronic Shopping (actual \$ collected at 5% of use tax)</i>	<i>18,750,176</i>	<i>15,226,089</i>	<i>21,364,776</i>	<i>-12.2</i>	<i>23.1</i>
<b>OKLAHOMA CITY MSA</b>					
<b>Durable Goods</b>	<b>424,062,844</b>	<b>423,755,539</b>	<b>411,768,403</b>	3.0	0.1
Lumber, Building Materials and Hardware	183,899,561	182,105,401	162,327,535	13.3	1.0
Auto Accessories and Repair	80,131,604	79,396,211	71,683,992	11.8	0.9
Furniture	33,087,290	33,701,849	38,664,574	-14.4	-1.8
Computer, Electronics and Music Stores	36,726,113	37,139,656	40,615,343	-9.6	-1.1
Miscellaneous Durables	62,396,717	63,807,851	73,809,240	-15.5	-2.2
Used Merchandise (a)	27,821,560	27,604,572	24,667,718	12.8	0.8
<b>Nondurable Goods</b>	<b>1,103,554,860</b>	<b>1,123,209,872</b>	<b>1,030,080,707</b>	7.1	-1.7
General Merchandise	304,181,517	304,427,014	307,068,210	-0.9	-0.1
Food Stores	105,448,303	105,695,118	111,435,019	-5.4	-0.2
Apparel	73,190,612	72,213,142	66,670,943	9.8	1.4
Eating and Drinking Places	378,237,607	365,307,641	281,148,560	34.5	3.5
Drug Stores	19,472,311	19,402,689	19,369,460	0.5	0.4
Liquor Stores	17,731,707	17,880,848	18,816,028	-5.8	-0.8
Miscellaneous Nondurables	85,173,675	86,810,281	104,859,164	-18.8	-1.9
Gasoline	120,119,128	151,473,138	120,713,324	-0.5	-20.7
<b>Total Retail Trade</b>	<b>1,527,617,704</b>	<b>1,546,965,410</b>	<b>1,441,849,110</b>	5.9	-1.3
<b>TULSA MSA</b>					
<b>Durable Goods</b>	<b>253,863,401</b>	<b>253,672,399</b>	<b>255,539,650</b>	-0.7	0.1
Lumber, Building Materials and Hardware	105,402,446	104,194,325	99,631,803	5.8	1.2
Auto Accessories and Repair	42,764,360	42,112,215	36,151,031	18.3	1.5
Furniture	22,034,473	22,650,037	26,510,386	-16.9	-2.7
Computer, Electronics and Music Stores	33,146,647	33,478,868	36,380,714	-8.9	-1.0
Miscellaneous Durables	43,967,742	44,785,227	51,082,664	-13.9	-1.8
Used Merchandise	6,547,735	6,451,728	5,783,053	13.2	1.5
<b>Nondurable Goods</b>	<b>857,892,736</b>	<b>811,221,000</b>	<b>789,014,157</b>	8.7	5.8
General Merchandise	251,216,806	248,434,446	225,892,978	11.2	1.1
Food Stores	99,486,012	101,148,159	114,049,166	-12.8	-1.6
Apparel	40,242,165	39,866,409	35,132,492	14.5	0.9
Eating and Drinking Places	206,198,093	207,106,165	192,939,472	6.9	-0.4
Drug Stores	13,784,716	13,652,421	12,443,949	10.8	1.0
Liquor Stores	13,531,380	13,574,037	13,685,414	-1.1	-0.3
Miscellaneous Nondurables	43,930,265	44,740,968	56,179,888	-21.8	-1.8
Gasoline	189,503,299	142,698,394	138,690,800	36.6	32.8
<b>Total Retail Trade</b>	<b>1,111,756,138</b>	<b>1,064,893,399</b>	<b>1,044,553,808</b>	6.4	4.4

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

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## ADJUSTED RETAIL TRADE FOR METRO AREAS AND STATE

	Apr 2022	Mar 2022	Apr 2021	Percentage Change	
				Apr '22 Apr '21	Apr '22 Mar '22
<b>LAWTON MSA</b>					
<b>Durable Goods</b>	<b>24,060,375</b>	<b>24,045,715</b>	<b>24,468,514</b>	-1.7	0.1
Lumber, Building Materials and Hardware	10,809,576	10,686,770	10,134,395	6.7	1.1
Auto Accessories and Repair	5,504,974	5,406,164	4,595,993	19.8	1.8
Furniture	1,350,032	1,423,312	2,161,928	-37.6	-5.1
Computer, Electronics and Music Stores	2,494,541	2,472,273	2,336,947	6.7	0.9
Miscellaneous Durables	3,455,186	3,618,600	4,861,437	-28.9	-4.5
Used Merchandise	446,066	438,598	377,814	18.1	1.7
<b>Nondurable Goods</b>	<b>86,499,989</b>	<b>83,000,708</b>	<b>82,291,681</b>	5.1	4.2
General Merchandise	32,811,324	32,547,948	31,607,092	3.8	0.8
Food Stores	5,673,200	5,799,458	6,553,851	-13.4	-2.2
Apparel	4,119,906	4,103,631	4,068,632	1.3	0.4
Eating and Drinking Places	21,457,474	21,680,090	20,588,698	4.2	-1.0
Drug Stores	902,667	910,770	1,012,416	-10.8	-0.9
Liquor Stores	1,318,941	1,323,071	1,397,858	-5.6	-0.3
Miscellaneous Nondurables	5,712,503	5,714,063	6,448,186	-11.4	0.0
Gasoline	14,503,974	10,921,677	10,614,948	36.6	32.8
<b>Total Retail Trade</b>	<b>110,560,364</b>	<b>107,046,423</b>	<b>106,760,195</b>	3.6	3.3
<b>ENID MICROSA</b>					
<b>Durable Goods</b>	<b>16,495,090</b>	<b>16,357,983</b>	<b>15,668,969</b>	5.3	0.8
Lumber, Building Materials and Hardware	7,303,148	7,192,853	6,586,873	10.9	1.5
Auto Accessories and Repair	4,062,573	4,002,441	3,367,492	20.6	1.5
Furniture	921,786	926,801	988,040	-6.7	-0.5
Computer, Electronics and Music Stores	1,430,102	1,430,028	1,533,900	-6.8	0.0
Miscellaneous Durables	2,433,348	2,461,149	2,825,235	-13.9	-1.1
Used Merchandise	344,133	344,710	367,429	-6.3	-0.2
<b>Nondurable Goods</b>	<b>53,489,998</b>	<b>50,439,161</b>	<b>55,907,887</b>	-4.3	6.0
General Merchandise	17,221,455	16,643,290	19,535,998	-11.8	3.5
Food Stores	6,152,466	6,284,726	7,378,815	-16.6	-2.1
Apparel	3,139,492	3,091,474	2,603,355	20.6	1.6
Eating and Drinking Places	10,820,226	11,102,643	12,164,863	-11.1	-2.5
Drug Stores	1,054,267	1,046,213	984,493	7.1	0.8
Liquor Stores	674,960	671,807	683,894	-1.3	0.5
Miscellaneous Nondurables	2,638,061	2,721,686	3,928,462	-32.8	-3.1
Gasoline	11,789,073	8,877,322	8,628,008	36.6	32.8
<b>Total Retail Trade</b>	<b>69,985,088</b>	<b>66,797,144</b>	<b>71,576,856</b>	-2.2	4.8

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**ADJUSTED RETAIL TRADE FOR SELECTED CITIES**

	Apr 2022	Mar 2022	Apr 2021	Percentage Change	
				Apr '22 Apr '21	Apr '22 Mar '22
Ada	35,970,947	35,772,047	34,258,757	5.0	0.6
Altus	24,615,234	24,408,020	22,232,746	10.7	0.8
Alva	7,611,709	7,631,290	7,331,973	3.8	-0.3
Anadarko	6,622,262	6,595,128	6,301,493	5.1	0.4
Ardmore	52,699,049	52,491,130	49,951,440	5.5	0.4
Bartlesville	46,456,553	46,493,156	46,435,240	0.0	-0.1
Blackwell	7,298,184	7,209,918	6,388,003	14.2	1.2
Broken Arrow	113,402,220	112,794,999	105,856,310	7.1	0.5
Chickasha	24,038,342	24,013,967	23,640,247	1.7	0.1
Clinton	9,044,519	9,062,135	8,798,913	2.8	-0.2
Cushing	11,126,174	11,091,250	11,029,082	0.9	0.3
Del City	21,429,126	21,422,020	21,794,880	-1.7	0.0
Duncan	30,343,447	30,174,733	28,899,663	5.0	0.6
Durant	35,616,104	35,396,069	34,021,249	4.7	0.6
Edmond	142,579,991	142,191,644	138,530,407	2.9	0.3
El Reno	18,575,814	18,423,252	16,336,804	13.7	0.8
Elk City	22,398,724	22,296,546	21,208,255	5.6	0.5
Enid	62,011,622	61,613,365	64,561,462	-3.9	0.6
Guthrie	16,864,840	16,669,239	14,932,323	12.9	1.2
Guymon	17,851,503	17,645,754	15,654,076	14.0	1.2
Henryetta	7,887,990	7,830,258	7,519,971	4.9	0.7
Hobart	3,222,414	3,189,975	2,947,986	9.3	1.0
Holdenville	5,154,017	5,110,506	4,857,820	6.1	0.9
Hugo	9,246,194	9,194,695	9,266,311	-0.2	0.6
Idabel	11,457,626	11,358,931	10,776,208	6.3	0.9
Lawton	83,919,538	84,480,428	88,083,786	-4.7	-0.7
McAlester	35,074,310	34,895,168	33,848,026	3.6	0.5
Miami	17,415,185	17,314,727	16,613,588	4.8	0.6
Midwest City	67,735,185	68,100,689	72,173,882	-6.2	-0.5
Moore	86,157,212	85,217,584	75,136,117	14.7	1.1
Muskogee	50,655,786	50,877,674	52,925,882	-4.3	-0.4
Norman	157,905,792	158,390,777	149,145,157	5.9	-0.3
Oklahoma City	739,434,351	738,480,358	704,810,566	4.9	0.1
Okmulgee	17,561,225	17,405,695	16,833,560	4.3	0.9
Pauls Valley	13,890,059	13,799,495	12,942,154	7.3	0.7
Pawhuska	4,544,144	4,569,782	4,102,223	10.8	-0.6
Ponca City	32,170,796	32,181,288	32,868,107	-2.1	0.0
Poteau	18,237,440	18,131,278	17,381,278	4.9	0.6
Sand Springs	31,190,091	30,702,219	29,041,069	7.4	1.6
Sapulpa	23,071,232	22,943,334	21,791,572	5.9	0.6
Seminole	12,892,226	12,783,753	12,318,317	4.7	0.8
Shawnee	51,993,830	52,094,168	54,456,058	-4.5	-0.2
Stillwater	74,560,645	74,144,206	70,187,419	6.2	0.6
Tahlequah	33,296,371	33,260,280	32,459,080	2.6	0.1
Tulsa	596,154,524	595,268,281	575,371,811	3.6	0.1
Watonga	3,132,051	3,095,303	2,695,581	16.2	1.2
Weatherford	21,101,216	20,957,187	19,318,520	9.2	0.7
Wewoka	1,832,243	1,816,066	1,797,778	1.9	0.9
Woodward	24,186,426	24,025,190	22,305,310	8.4	0.7
<b>TOTAL</b>	<b>2,941,636,481</b>	<b>2,935,014,957</b>	<b>2,832,138,456</b>	<b>3.87</b>	<b>0.23</b>

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University of Oklahoma  
307 W. Brooks, Room 4  
Norman, OK. 73019-4002

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