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Center for Economic &
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On the cover: are images representing Oklahoma's five major industry sectors: Aerospace & Defense; Agriculture & Biosciences; Energy; Information & Financial Services; Transportation & Distribution. Source: Oklahoma Department of Commerce. Other images are of the University of Oklahoma Price College of Business in Norman and the Gene Rainbolt Graduate School of Business in Oklahoma City, Oklahoma

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

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ADJUSTED RETAIL TRADE FOR METRO AREAS AND STATE

	August 2020	July 2020	August 2019	Percentage Change Aug '20 Aug '19	Aug '20 Jul '20
OKLAHOMA					
Durable Goods	859,706,177	855,263,458	858,932,184	0.1	0.5
Lumber, Building Materials and Hardware	383,861,593	374,657,203	326,863,584	17.4	2.5
Auto Accessories and Repair	180,386,833	180,441,748	191,004,383	-5.6	0.0
Furniture	74,095,560	75,357,223	83,319,869	-11.1	-1.7
Computer, Electronics and Music Stores	79,931,532	82,685,123	100,801,744	-20.7	-3.3
Miscellaneous Durables	127,829,363	128,197,584	139,761,183	-8.5	-0.3
Used Merchandise	13,601,296	13,924,578	17,181,421	-20.8	-2.3
Nondurable Goods	2,472,073,007	2,504,030,280	2,610,467,984	-5.3	-1.3
General Merchandise	949,994,128	933,568,980	855,097,509	11.1	1.8
Food Stores	389,457,469	379,597,291	324,914,578	19.9	2.6
Apparel	59,978,912	69,483,124	126,949,887	-52.8	-13.7
Eating and Drinking Places	516,236,484	540,519,763	694,907,001	-25.7	-4.5
Drug Stores	45,274,617	44,752,296	44,820,521	1.0	1.2
Liquor Stores	54,548,077	52,162,174	40,726,388	33.9	4.6
Miscellaneous Nondurables	188,192,255	185,206,902	162,583,506	15.8	1.6
Gasoline	268,391,065	298,739,750	360,468,593	-25.5	-10.2
Total Retail Trade	3,331,779,185	3,359,293,738	3,469,400,168	-4.0	-0.8
OKLAHOMA CITY MSA					
Durable Goods	347,884,414	347,762,532	331,827,961	4.8	0.0
Lumber, Building Materials and Hardware	146,614,645	144,699,327	126,038,245	16.3	1.3
Auto Accessories and Repair	63,915,823	64,277,600	68,762,285	-7.0	-0.6
Furniture	27,338,703	27,862,077	32,958,844	-17.1	-1.9
Computer, Electronics and Music Stores	29,522,946	30,482,697	37,521,127	-21.3	-3.1
Miscellaneous Durables	50,951,895	51,771,143	59,119,167	-13.8	-1.6
Used Merchandise (a)	29,540,402	28,669,687	7,428,293	297.7	3.0
Nondurable Goods	862,989,113	876,912,999	933,401,600	-7.5	-1.6
General Merchandise	275,922,017	278,022,492	291,942,721	-5.5	-0.8
Food Stores	97,893,633	98,216,985	100,527,618	-2.6	-0.3
Apparel	60,355,120	60,155,035	57,888,721	4.3	0.3
Eating and Drinking Places	266,517,008	268,670,412	286,083,777	-6.8	-0.8
Drug Stores	16,914,526	16,975,250	17,405,680	-2.8	-0.4
Liquor Stores	15,216,670	15,234,248	15,417,450	-1.3	-0.1
Miscellaneous Nondurables	79,869,325	77,555,447	60,345,824	32.4	3.0
Gasoline	50,300,814	62,083,130	103,789,808	-51.5	-19.0
Total Retail Trade	1,210,873,527	1,224,675,530	1,265,229,561	-4.3	-1.1
TULSA MSA					
Durable Goods	154,299,088	203,886,489	211,340,551	-27.0	-24.3
Lumber, Building Materials and Hardware	59,226,751	80,643,248	75,408,022	-21.5	-26.6
Auto Accessories and Repair	23,550,206	31,126,552	32,247,685	-27.0	-24.3
Furniture	15,888,482	20,710,736	23,787,770	-33.2	-23.3
Computer, Electronics and Music Stores	21,179,534	27,436,483	33,025,784	-35.9	-22.8
Miscellaneous Durables	31,085,045	39,709,098	41,922,702	-25.9	-21.7
Used Merchandise	3,369,071	4,260,372	4,948,587	-31.9	-20.9
Nondurable Goods	626,044,570	637,375,765	679,871,374	-7.9	-1.8
General Merchandise	226,849,289	224,670,867	205,449,054	10.4	1.0
Food Stores	115,610,577	113,504,056	96,104,770	20.3	1.9
Apparel	14,048,503	16,335,320	35,973,088	-60.9	-14.0
Eating and Drinking Places	128,586,930	134,533,019	182,652,415	-29.6	-4.4
Drug Stores	11,974,566	12,114,223	14,620,185	-18.1	-1.2
Liquor Stores	14,818,061	14,440,032	11,468,254	29.2	2.6
Miscellaneous Nondurables	42,958,088	42,528,819	37,978,805	13.1	1.0
Gasoline	71,198,555	79,249,429	95,624,804	-25.5	-10.2
Total Retail Trade	780,343,658	841,262,254	891,211,926	-12.4	-7.2

This OU August Report of the OTC September distribution of sales tax collections by the Oklahoma Tax Commission primarily represents local tax receipts from July business. The monies they reported this period represent Sales from July 16th to 30th and Estimated Sales from Aug 1st to Aug 15th.

(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

	August 2020	July 2020	August 2019	Percentage Change	
				Aug '20 Aug '19	Aug '20 Jul '20
LAWTON MSA					
Durable Goods	20,646,251	20,330,509	18,132,730	13.9	1.6
Lumber, Building Materials and Hardware	9,467,591	9,188,322	7,116,433	33.0	3.0
Auto Accessories and Repair	4,189,024	4,150,115	3,683,592	13.7	0.9
Furniture	1,526,106	1,520,376	1,456,755	4.8	0.4
Computer, Electronics and Music Stores	1,942,554	1,942,299	2,143,837	-9.4	0.0
Miscellaneous Durables	3,235,898	3,238,802	3,368,162	-3.9	-0.1
Used Merchandise	285,078	290,595	363,951	-21.7	-1.9
Nondurable Goods	67,727,070	68,146,306	68,078,362	-0.5	-0.6
General Merchandise	30,762,499	30,473,126	28,295,349	8.7	0.9
Food Stores	7,110,250	6,873,196	4,929,765	44.2	3.4
Apparel	1,690,783	1,895,270	3,629,816	-53.4	-10.8
Eating and Drinking Places	15,256,208	15,565,485	18,109,043	-15.8	-2.0
Drug Stores	1,073,410	1,043,179	802,676	33.7	2.9
Liquor Stores	1,469,061	1,420,982	1,132,738	29.7	3.4
Miscellaneous Nondurables	4,915,550	4,809,572	3,860,161	27.3	2.2
Gasoline	5,449,309	6,065,497	7,318,815	-25.5	-10.2
Total Retail Trade	88,373,321	88,476,815	86,211,092	2.5	-0.1
ENID MICROSA					
Durable Goods	15,093,121	14,871,109	13,834,964	9.1	1.5
Lumber, Building Materials and Hardware	6,406,041	6,260,075	5,232,284	22.4	2.3
Auto Accessories and Repair	3,328,371	3,346,660	3,620,504	-8.1	-0.5
Furniture	678,582	698,477	903,252	-24.9	-2.8
Computer, Electronics and Music Stores	1,232,322	1,235,949	1,318,635	-6.5	-0.3
Miscellaneous Durables	3,183,695	3,064,006	2,446,585	30.1	3.9
Used Merchandise	264,109	265,941	313,704	-15.8	-0.7
Nondurable Goods	49,256,148	49,346,812	44,414,111	10.9	-0.2
General Merchandise	15,271,019	15,164,764	14,618,395	4.5	0.7
Food Stores	8,088,880	7,941,752	6,779,241	19.3	1.9
Apparel	1,356,218	1,454,076	2,232,007	-39.2	-6.7
Eating and Drinking Places	15,193,801	14,997,053	10,568,459	43.8	1.3
Drug Stores	961,933	955,101	914,418	5.2	0.7
Liquor Stores	800,864	775,662	615,489	30.1	3.2
Miscellaneous Nondurables	3,154,144	3,128,266	2,737,247	15.2	0.8
Gasoline	4,429,289	4,930,137	5,948,856	-25.5	-10.2
Total Retail Trade	64,349,269	64,217,921	58,249,075	10.5	0.2

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ADJUSTED RETAIL TRADE FOR SELECTED CITIES

	August 2020	July 2020	August 2019	Percentage Change	
				Aug '20 Aug '19	Aug '20 Jul '20
Ada	28,726,123	28,839,927	29,322,079	-2.0	-0.4
Altus	19,208,757	19,189,803	18,726,612	2.6	0.1
Alva	8,062,156	7,973,189	6,584,475	22.4	1.1
Anadarko	5,763,813	5,724,360	5,390,010	6.9	0.7
Ardmore	40,608,000	40,749,373	41,971,022	-3.2	-0.3
Bartlesville	38,265,033	38,524,550	40,427,621	-5.3	-0.7
Blackwell	5,080,496	5,114,443	5,373,967	-5.5	-0.7
Broken Arrow	88,682,847	89,085,667	90,844,877	-2.4	-0.5
Chickasha	19,595,456	19,763,061	21,218,866	-7.7	-0.8
Clinton	6,807,745	6,979,774	8,305,517	-18.0	-2.5
Cushing	10,173,335	10,156,799	9,809,402	3.7	0.2
Del City	19,207,740	19,286,550	19,783,020	-2.9	-0.4
Duncan	23,191,848	23,293,074	23,937,876	-3.1	-0.4
Durant	28,300,619	28,247,250	27,294,340	3.7	0.2
Edmond	120,641,933	121,135,478	124,816,168	-3.3	-0.4
El Reno	13,228,900	13,494,255	15,870,775	-16.6	-2.0
Elk City	18,031,500	18,150,249	19,333,051	-6.7	-0.7
Enid	60,029,102	59,673,714	54,872,281	9.4	0.6
Guthrie	11,923,469	12,027,427	12,658,664	-5.8	-0.9
Guymon	11,972,421	12,207,416	13,831,011	-13.4	-1.9
Henryetta	5,995,209	6,023,826	6,083,975	-1.5	-0.5
Hobart	2,551,430	2,555,357	2,533,658	0.7	-0.2
Holdenville	4,333,351	4,303,157	4,037,853	7.3	0.7
Hugo	7,582,779	7,542,100	7,391,903	2.6	0.5
Idabel	9,523,451	9,433,264	8,706,270	9.4	1.0
Lawton	71,070,886	71,260,790	73,285,776	-3.0	-0.3
McAlester	27,682,904	27,916,943	30,171,115	-8.2	-0.8
Miami	13,848,509	13,788,590	12,873,011	7.6	0.4
Midwest City	60,794,225	60,867,583	61,525,161	-1.2	-0.1
Moore	63,342,985	63,468,914	63,347,530	0.0	-0.2
Muskogee	42,216,943	42,499,401	45,154,049	-6.5	-0.7
Norman	114,188,957	116,024,961	129,815,508	-12.0	-1.6
Oklahoma City	535,516,388	547,786,062	642,522,554	-16.7	-2.2
Okmulgee	12,289,910	12,290,449	12,051,447	2.0	0.0
Pauls Valley	9,877,751	10,013,721	11,218,926	-12.0	-1.4
Pawhuska	2,668,249	2,818,132	4,283,770	-37.7	-5.3
Ponca City	28,654,112	28,460,105	26,490,513	8.2	0.7
Poteau	15,202,489	15,064,514	13,861,443	9.7	0.9
Sand Springs	26,675,388	26,540,490	25,809,006	3.4	0.5
Sapulpa	18,732,846	18,709,241	18,481,379	1.4	0.1
Seminole	10,760,966	10,685,823	9,952,645	8.1	0.7
Shawnee	42,682,360	43,031,546	45,682,140	-6.6	-0.8
Stillwater	52,447,412	53,556,076	62,694,295	-16.3	-2.1
Tahlequah	26,371,816	26,369,890	26,252,433	0.5	0.0
Tulsa	441,728,847	450,784,833	523,418,363	-15.6	-2.0
Watonga	2,505,498	2,514,845	2,733,930	-8.4	-0.4
Weatherford	15,941,069	16,062,419	17,197,789	-7.3	-0.8
Wewoka	1,494,087	1,495,807	1,554,443	-3.9	-0.1
Woodward	19,410,383	19,539,107	21,773,453	-10.9	-0.7
TOTAL	2,263,592,490	2,291,024,304	2,501,275,973	-9.50	-1.20

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