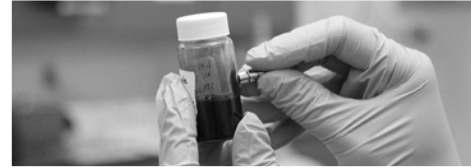




Center for Economic & Management Research



OKLAHOMA BUSINESS BULLETIN

Since 1928



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Adjusted Retail Sales
(Durable Non-durable)
in Select Cities

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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

	Dec 2021	Nov 2021	Dec 2020	Percentage Change	
				Dec '21 Dec '20	Dec '21 Nov '21
OKLAHOMA					
Durable Goods	927,726,251	915,259,641	846,474,668	9.6	1.4
Lumber, Building Materials and Hardware	397,380,541	388,925,455	328,600,945	20.9	2.2
Auto Accessories and Repair	183,400,592	181,160,525	185,564,876	-1.2	1.2
Furniture	87,370,685	86,716,425	83,119,163	5.1	0.8
Computer, Electronics and Music Stores	95,477,749	91,535,843	97,069,266	-1.6	4.3
Miscellaneous Durables	147,415,374	150,231,046	135,732,503	8.6	-1.9
Used Merchandise	16,681,311	16,690,348	16,387,915	1.8	-0.1
Nondurable Goods	2,597,212,208	2,575,440,730	2,671,433,004	-2.8	0.8
General Merchandise	897,217,757	888,568,835	857,698,929	4.6	1.0
Food Stores	351,845,014	345,588,283	324,849,732	8.3	1.8
Apparel	109,597,187	109,441,593	122,801,381	-10.8	0.1
Eating and Drinking Places	662,763,775	656,741,893	686,413,498	-3.4	0.9
Drug Stores	44,527,665	44,893,061	43,247,744	3.0	-0.8
Liquor Stores	49,720,209	49,175,465	41,480,003	19.9	1.1
Miscellaneous Nondurables	200,627,405	199,097,445	167,403,788	19.8	0.8
Gasoline	280,913,197	281,934,155	427,537,929	-34.3	-0.4
Total Retail Trade	3,524,938,459	3,490,700,371	3,517,907,672	0.2	1.0
Electronic Shopping	461,252,814	337,345,766	359,180,453	28.4	36.7
<i>Electronic Shopping (actual \$ collected at 5% of use tax)</i>	<i>23,062,641</i>	<i>16,867,288</i>	<i>17,959,023</i>	<i>28.4</i>	<i>36.7</i>
OKLAHOMA CITY MSA					
Durable Goods	441,583,238	436,956,936	355,759,699	24.1	1.1
Lumber, Building Materials and Hardware	179,608,937	177,177,638	147,557,375	21.7	1.4
Auto Accessories and Repair	77,076,077	76,297,904	67,505,110	14.2	1.0
Furniture	37,641,844	37,573,921	33,218,571	13.3	0.2
Computer, Electronics and Music Stores	40,524,379	40,346,781	35,032,930	15.7	0.4
Miscellaneous Durables	78,745,472	77,452,679	59,576,095	32.2	1.7
Used Merchandise (a)	27,986,528	28,108,014	12,869,618	117.5	-0.4
Nondurable Goods	1,031,740,219	1,046,923,667	907,720,711	13.7	-1.5
General Merchandise	320,356,188	317,501,471	293,435,104	9.2	0.9
Food Stores	100,504,472	100,743,992	102,629,053	-2.1	-0.2
Apparel	80,967,589	78,311,834	56,101,989	44.3	3.4
Eating and Drinking Places	309,599,723	302,611,224	248,180,156	24.7	2.3
Drug Stores	19,097,950	18,957,061	17,604,789	8.5	0.7
Liquor Stores	19,081,749	19,027,126	18,721,316	1.9	0.3
Miscellaneous Nondurables	96,622,368	95,844,526	87,581,691	10.3	0.8
Gasoline	85,510,179	113,926,435	83,466,613	2.4	-24.9
Total Retail Trade	1,473,323,456	1,483,880,602	1,263,480,410	16.6	-0.7
TULSA MSA					
Durable Goods	257,815,417	256,100,300	228,658,191	12.8	0.7
Lumber, Building Materials and Hardware	95,306,808	95,206,668	90,034,964	5.9	0.1
Auto Accessories and Repair	38,869,985	38,437,213	33,907,319	14.6	1.1
Furniture	27,852,628	27,634,104	24,915,305	11.8	0.8
Computer, Electronics and Music Stores	36,519,828	36,314,118	31,826,236	14.7	0.6
Miscellaneous Durables	53,320,186	52,625,168	42,989,067	24.0	1.3
Used Merchandise	5,945,982	5,883,029	4,985,300	19.3	1.1
Nondurable Goods	822,413,103	819,318,884	666,351,365	23.4	0.4
General Merchandise	239,195,885	237,821,900	217,015,388	10.2	0.6
Food Stores	112,698,311	111,818,228	102,575,413	9.9	0.8
Apparel	43,026,060	42,030,064	29,711,828	44.8	2.4
Eating and Drinking Places	224,553,615	219,968,589	168,965,377	32.9	2.1
Drug Stores	13,730,459	13,538,577	11,997,431	14.4	1.4
Liquor Stores	12,705,921	12,850,245	14,163,634	-10.3	-1.1
Miscellaneous Nondurables	53,142,450	52,760,232	47,401,877	12.1	0.7
Gasoline	123,360,402	128,531,051	74,520,416	65.5	-4.0
Total Retail Trade	1,080,228,520	1,075,419,184	895,009,556	20.7	0.4

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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

	Dec 2021	Nov 2021	Dec 2020	Percentage Change	
				Dec '21 Dec '20	Dec '21 Nov '21
LAWTON MSA					
Durable Goods	24,446,188	24,281,437	21,679,814	12.8	0.7
Lumber, Building Materials and Hardware	9,891,046	9,853,193	9,148,265	8.1	0.4
Auto Accessories and Repair	4,947,569	4,879,848	4,112,800	20.3	1.4
Furniture	1,805,830	1,831,082	1,857,251	-2.8	-1.4
Computer, Electronics and Music Stores	2,290,174	2,288,259	2,197,513	4.2	0.1
Miscellaneous Durables	5,123,337	5,043,649	3,992,049	28.3	1.6
Used Merchandise	388,232	385,406	371,936	4.4	0.7
Nondurable Goods	84,183,654	84,049,099	70,946,331	18.7	0.2
General Merchandise	31,872,506	31,852,939	29,813,445	6.9	0.1
Food Stores	6,341,917	6,318,246	6,003,060	5.6	0.4
Apparel	4,536,332	4,467,727	3,315,090	36.8	1.5
Eating and Drinking Places	23,511,850	23,140,564	18,553,557	26.7	1.6
Drug Stores	1,064,481	1,053,084	977,077	8.9	1.1
Liquor Stores	1,340,192	1,339,501	1,269,380	5.6	0.1
Miscellaneous Nondurables	6,074,767	6,039,683	5,311,169	14.4	0.6
Gasoline	9,441,609	9,837,354	5,703,553	65.5	-4.0
Total Retail Trade	108,629,842	108,330,536	92,626,145	17.3	0.3
ENID MICROSA					
Durable Goods	15,374,038	15,319,243	13,978,331	10.0	0.4
Lumber, Building Materials and Hardware	6,309,554	6,311,163	5,871,809	7.5	0.0
Auto Accessories and Repair	3,718,204	3,672,973	3,218,513	15.5	1.2
Furniture	935,080	934,426	850,425	10.0	0.1
Computer, Electronics and Music Stores	1,346,307	1,358,408	1,394,660	-3.5	-0.9
Miscellaneous Durables	2,712,265	2,691,425	2,359,159	15.0	0.8
Used Merchandise	352,627	350,849	283,764	24.3	0.5
Nondurable Goods	47,888,835	48,422,367	43,396,501	10.4	-1.1
General Merchandise	12,216,508	12,653,075	14,117,795	-13.5	-3.5
Food Stores	6,844,594	6,861,024	6,964,348	-1.7	-0.2
Apparel	2,976,432	2,939,569	2,317,816	28.4	1.3
Eating and Drinking Places	13,202,180	12,985,211	10,602,906	24.5	1.7
Drug Stores	1,079,573	1,063,676	938,195	15.1	1.5
Liquor Stores	596,637	603,963	674,340	-11.5	-1.2
Miscellaneous Nondurables	3,298,613	3,319,882	3,145,157	4.9	-0.6
Gasoline	7,674,298	7,995,966	4,635,944	65.5	-4.0
Total Retail Trade	63,262,873	63,741,610	57,374,831	10.3	-0.8

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ADJUSTED RETAIL TRADE FOR SELECTED CITIES

	Dec 2021	Nov 2021	Dec 2020	Percentage Change	
				Dec '21 Dec '20	Dec '21 Nov '21
Ada	35,615,926	35,283,631	30,359,821	17.3	0.9
Altus	24,055,176	23,784,228	20,079,105	19.8	1.1
Alva	8,210,820	8,094,669	6,686,884	22.8	1.4
Anadarko	6,637,480	6,577,912	5,612,878	18.3	0.9
Ardmore	53,214,328	52,634,697	44,551,899	19.4	1.1
Bartlesville	48,887,356	48,381,765	40,597,640	20.4	1.0
Blackwell	6,739,850	6,682,121	5,464,043	23.3	0.9
Broken Arrow	114,010,926	112,724,701	97,088,118	17.4	1.1
Chickasha	24,401,328	24,227,202	20,909,607	16.7	0.7
Clinton	9,764,968	9,622,062	7,656,036	27.5	1.5
Cushing	10,869,882	10,852,067	9,950,042	9.2	0.2
Del City	21,857,115	21,752,947	19,484,700	12.2	0.5
Duncan	30,343,296	30,004,091	25,028,140	21.2	1.1
Durant	34,720,711	34,439,742	29,478,669	17.8	0.8
Edmond	142,581,300	141,738,766	128,600,892	10.9	0.6
El Reno	18,558,207	18,260,589	14,826,553	25.2	1.6
Elk City	22,474,955	22,233,039	18,723,305	20.0	1.1
Enid	59,765,535	59,681,119	54,139,080	10.4	0.1
Guthrie	15,927,038	15,759,297	13,388,252	19.0	1.1
Guymon	17,182,575	16,934,028	13,442,555	27.8	1.5
Henryetta	7,613,515	7,559,213	6,404,136	18.9	0.7
Hobart	2,963,737	2,956,961	2,629,241	12.7	0.2
Holdenville	4,823,272	4,809,256	4,332,048	11.3	0.3
Hugo	8,595,883	8,655,102	8,270,343	3.9	-0.7
Idabel	10,837,814	10,776,603	9,569,251	13.3	0.6
Lawton	92,170,198	91,251,201	76,680,978	20.2	1.0
McAlester	34,373,220	34,142,058	29,766,082	15.5	0.7
Miami	17,087,050	16,958,510	14,662,151	16.5	0.8
Midwest City	72,877,475	72,307,182	64,358,891	13.2	0.8
Moore	84,303,444	82,980,400	67,944,833	24.1	1.6
Muskogee	54,251,197	53,813,249	46,158,951	17.5	0.8
Norman	178,930,940	175,127,567	131,649,667	35.9	2.2
Oklahoma City	776,761,332	765,424,680	616,178,899	26.1	1.5
Okmulgee	17,832,135	17,591,428	13,421,205	32.9	1.4
Pauls Valley	13,759,937	13,609,902	11,146,745	23.4	1.1
Pawhuska	5,426,600	5,272,901	3,703,037	46.5	2.9
Ponca City	32,614,187	32,496,523	29,399,580	10.9	0.4
Poteau	17,797,109	17,677,863	15,656,924	13.7	0.7
Sand Springs	27,727,412	27,601,811	26,565,857	4.4	0.5
Sapulpa	22,686,170	22,506,519	19,567,112	15.9	0.8
Seminole	12,098,106	12,065,901	10,962,327	10.4	0.3
Shawnee	53,297,905	53,092,852	47,216,342	12.9	0.4
Stillwater	75,233,257	74,259,827	59,330,315	26.8	1.3
Tahlequah	34,586,768	34,193,236	28,482,704	21.4	1.2
Tulsa	623,947,348	615,403,690	502,325,150	24.2	1.4
Watonga	2,948,730	2,916,987	2,547,198	15.8	1.1
Weatherford	21,269,441	20,949,356	16,675,040	27.6	1.5
Wewoka	1,660,087	1,662,956	1,579,127	5.1	-0.2
Woodward	23,745,907	23,510,474	19,983,896	18.8	1.0
TOTAL	3,038,038,947	3,001,242,880	2,493,236,250	21.85	1.23

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