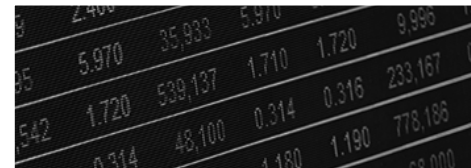




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Adjusted Retail Sales
(Durable Non-durable)
in Select Cities

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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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Oklahoma's Business Conditions Index

[Creighton University](#)

Norman businesses maintain prices despite 40-year high inflation *

[The Norman Transcript](#)

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

Great Resignation continues to reshape national, Oklahoma jobs

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Note: includes comments from Dr. Mark Bolino, OU Price College

Michael F. Price, OU Benefactor College of Business, Dies at 70

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ADJUSTED RETAIL TRADE FOR METRO AREAS AND STATE

	Feb 2022	Jan 2022	Feb 2021	Percentage Change	
				Feb '22 Feb '21	Feb '22 Jan '22
OKLAHOMA					
Durable Goods	1,079,828,429	1,085,694,881	978,122,363	10.4	-0.5
Lumber, Building Materials and Hardware	465,997,694	465,561,328	418,805,495	11.3	0.1
Auto Accessories and Repair	240,144,320	235,835,799	200,530,762	19.8	1.8
Furniture	87,908,396	92,410,877	89,943,360	-2.3	-4.9
Computer, Electronics and Music Stores	101,419,017	102,414,497	101,744,731	-0.3	-1.0
Miscellaneous Durables	163,610,533	168,874,899	150,036,109	9.0	-3.1
Used Merchandise	20,748,468	20,597,481	17,061,906	21.6	0.7
Nondurable Goods	3,279,766,206	3,170,044,917	2,836,273,442	15.6	3.5
General Merchandise	968,021,022	966,992,725	934,083,186	3.6	0.1
Food Stores	376,018,819	370,382,153	366,496,991	2.6	1.5
Apparel	129,844,016	135,447,265	112,121,245	15.8	-4.1
Eating and Drinking Places	844,275,207	843,162,105	675,857,256	24.9	0.1
Drug Stores	49,454,275	49,578,322	43,309,775	14.2	-0.3
Liquor Stores	50,659,575	50,157,158	50,859,053	-0.4	1.0
Miscellaneous Nondurables	213,159,162	216,781,257	209,835,323	1.6	-1.7
Gasoline	648,334,131	537,543,933	443,710,614	46.1	20.6
Total Retail Trade	4,359,594,634	4,255,739,798	3,814,395,805	14.3	2.4
(!) Electronic Shopping	263,813,735	510,038,168	248,738,304	6.1	-48.3
<i>Electronic Shopping (actual \$ collected at 5% of use tax)</i>	<i>13,190,687</i>	<i>25,501,908</i>	<i>12,436,915</i>	<i>6.1</i>	<i>-48.3</i>
OKLAHOMA CITY MSA					
Durable Goods	426,993,465	425,521,707	380,176,090	12.3	0.3
Lumber, Building Materials and Hardware	179,799,407	177,986,320	155,631,325	15.5	1.0
Auto Accessories and Repair	79,569,929	78,668,797	70,018,291	13.6	1.1
Furniture	31,994,290	32,760,760	34,905,533	-8.3	-2.3
Computer, Electronics and Music Stores	37,882,807	38,157,797	37,456,416	1.1	-0.7
Miscellaneous Durables	69,726,425	70,124,950	60,452,704	15.3	-0.6
Used Merchandise (a)	28,020,608	27,823,084	21,711,821	29.1	0.7
Nondurable Goods	1,095,546,962	1,105,982,540	959,619,817	14.2	-0.9
General Merchandise	296,602,640	297,942,523	308,982,009	-4.0	-0.4
Food Stores	117,237,006	115,263,810	110,348,409	6.2	1.7
Apparel	71,608,669	70,743,636	60,421,782	18.5	1.2
Eating and Drinking Places	364,788,038	351,232,151	234,510,848	55.6	3.9
Drug Stores	19,747,466	19,589,252	18,706,944	5.6	0.8
Liquor Stores	18,465,698	18,546,613	18,722,588	-1.4	-0.4
Miscellaneous Nondurables	98,847,290	98,362,407	101,415,296	-2.5	0.5
Gasoline	108,250,155	134,302,148	106,511,940	1.6	-19.4
Total Retail Trade	1,522,540,427	1,531,504,247	1,339,795,907	13.6	-0.6
TULSA MSA					
Durable Goods	250,732,581	250,755,737	234,006,662	7.1	0.0
Lumber, Building Materials and Hardware	96,580,398	96,502,317	93,320,673	3.5	0.1
Auto Accessories and Repair	41,050,713	40,482,960	34,173,472	20.1	1.4
Furniture	24,713,227	24,970,988	24,486,946	0.9	-1.0
Computer, Electronics and Music Stores	34,163,441	34,365,432	33,371,622	2.4	-0.6
Miscellaneous Durables	48,094,170	48,360,939	43,467,046	10.6	-0.6
Used Merchandise	6,130,630	6,073,100	5,186,904	18.2	0.9
Nondurable Goods	857,133,508	824,392,142	728,615,909	17.6	4.0
General Merchandise	245,171,175	242,856,752	228,467,877	7.3	1.0
Food Stores	103,830,250	105,085,716	109,003,166	-4.7	-1.2
Apparel	41,138,231	40,442,791	30,700,275	34.0	1.7
Eating and Drinking Places	224,985,409	222,296,665	162,966,810	38.1	1.2
Drug Stores	13,541,050	13,419,598	12,582,939	7.6	0.9
Liquor Stores	13,232,919	13,297,561	13,423,097	-1.4	-0.5
Miscellaneous Nondurables	43,244,943	44,393,860	53,764,566	-19.6	-2.6
Gasoline	171,989,531	142,599,201	117,707,177	46.1	20.6
Total Retail Trade	1,107,866,089	1,075,147,879	962,622,571	15.1	3.0

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(!) Electronic Shopping Sales usually decline in Feb (the period is after Christmas). 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

	Feb 2022	Jan 2022	Feb 2021	Percentage Change	
				Feb '22 Feb '21	Feb '22 Jan '22
LAWTON MSA					
Durable Goods	24,040,047	24,013,894	22,156,950	8.5	0.1
Lumber, Building Materials and Hardware	10,209,187	10,157,277	9,427,050	8.3	0.5
Auto Accessories and Repair	5,234,753	5,153,613	4,221,219	24.0	1.6
Furniture	1,480,059	1,547,753	1,943,080	-23.8	-4.4
Computer, Electronics and Music Stores	2,392,569	2,381,117	2,236,214	7.0	0.5
Miscellaneous Durables	4,311,122	4,366,554	3,972,389	8.5	-1.3
Used Merchandise	412,358	407,581	356,997	15.5	1.2
Nondurable Goods	86,966,095	84,484,438	77,635,713	12.0	2.9
General Merchandise	31,685,531	31,595,260	32,565,070	-2.7	0.3
Food Stores	6,111,390	6,178,636	6,036,022	1.2	-1.1
Apparel	4,148,963	4,122,625	3,729,166	11.3	0.6
Eating and Drinking Places	24,601,720	24,285,430	17,535,603	40.3	1.3
Drug Stores	928,357	936,074	1,039,490	-10.7	-0.8
Liquor Stores	1,264,730	1,276,871	1,322,254	-4.4	-1.0
Miscellaneous Nondurables	5,061,878	5,175,457	6,399,179	-20.9	-2.2
Gasoline	13,163,526	10,914,085	9,008,929	46.1	20.6
Total Retail Trade	111,006,142	108,498,332	99,792,663	11.2	2.3
ENID MICROSA					
Durable Goods	15,506,476	15,481,969	14,503,292	6.9	0.2
Lumber, Building Materials and Hardware	6,439,045	6,436,020	6,331,588	1.7	0.0
Auto Accessories and Repair	3,885,963	3,833,282	3,227,664	20.4	1.4
Furniture	919,360	924,271	855,532	7.5	-0.5
Computer, Electronics and Music Stores	1,370,649	1,380,542	1,434,391	-4.4	-0.7
Miscellaneous Durables	2,545,984	2,561,510	2,328,972	9.3	-0.6
Used Merchandise	345,474	346,344	325,145	6.3	-0.3
Nondurable Goods	49,675,695	48,290,211	51,605,316	-3.7	2.9
General Merchandise	12,904,653	13,129,608	19,378,009	-33.4	-1.7
Food Stores	6,426,606	6,542,535	7,174,403	-10.4	-1.8
Apparel	3,092,809	3,035,971	2,425,099	27.5	1.9
Eating and Drinking Places	12,368,276	12,402,262	9,926,618	24.6	-0.3
Drug Stores	1,043,970	1,036,075	963,351	8.4	0.8
Liquor Stores	641,563	643,367	639,138	0.4	-0.3
Miscellaneous Nondurables	2,498,284	2,629,242	3,776,090	-33.8	-5.0
Gasoline	10,699,534	8,871,151	7,322,608	46.1	20.6
Total Retail Trade	65,182,170	63,772,179	66,108,608	-1.4	2.2

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ADJUSTED RETAIL TRADE FOR SELECTED CITIES

	Feb 2022	Jan 2022	Feb 2021	Percentage Change	
				Feb '22 Feb '21	Feb '22 Jan '22
Ada	35,794,785	35,567,783	31,826,365	12.5	0.6
Altus	24,486,111	24,239,902	21,302,805	14.9	1.0
Alva	7,940,526	7,892,871	6,877,585	15.5	0.6
Anadarko	6,553,135	6,524,322	5,973,588	9.7	0.4
Ardmore	52,405,513	52,126,801	46,561,872	12.6	0.5
Bartlesville	46,826,456	46,760,428	43,080,657	8.7	0.1
Blackwell	6,813,003	6,768,568	6,136,289	11.0	0.7
Broken Arrow	112,561,861	111,829,956	100,305,777	12.2	0.7
Chickasha	23,861,003	23,829,763	22,218,839	7.4	0.1
Clinton	9,265,012	9,230,401	8,095,546	14.4	0.4
Cushing	10,794,817	10,802,958	10,615,488	1.7	-0.1
Del City	21,380,061	21,380,516	20,810,395	2.7	0.0
Duncan	29,692,531	29,560,462	26,452,386	12.2	0.4
Durant	34,614,315	34,478,093	31,300,491	10.6	0.4
Edmond	140,963,274	140,645,127	133,203,662	5.8	0.2
El Reno	18,469,750	18,262,741	15,407,419	19.9	1.1
Elk City	22,212,148	22,092,724	19,645,757	13.1	0.5
Enid	58,864,756	59,019,950	59,988,587	-1.9	-0.3
Guthrie	16,201,962	16,053,081	14,228,124	13.9	0.9
Guymon	17,271,958	17,090,557	14,520,731	18.9	1.1
Henryetta	7,555,434	7,533,457	6,984,110	8.2	0.3
Hobart	3,009,379	3,001,022	2,907,221	3.5	0.3
Holdenville	4,918,252	4,901,788	4,661,734	5.5	0.3
Hugo	8,859,263	8,875,516	9,535,061	-7.1	-0.2
Idabel	10,979,024	10,930,732	10,124,057	8.4	0.4
Lawton	86,649,807	86,781,794	80,819,424	7.2	-0.2
McAlester	34,008,772	33,931,609	31,634,934	7.5	0.2
Miami	16,991,519	16,926,620	15,671,555	8.4	0.4
Midwest City	69,232,010	69,345,737	67,814,444	2.1	-0.2
Moore	85,627,285	84,487,308	71,240,798	20.2	1.3
Muskogee	51,524,493	51,615,756	48,879,467	5.4	-0.2
Norman	168,765,496	167,208,805	138,522,309	21.8	0.9
Oklahoma City	747,826,703	743,757,063	648,522,932	15.3	0.5
Okmulgee	17,973,445	17,781,018	15,856,108	13.4	1.1
Pauls Valley	13,488,681	13,424,387	12,146,964	11.0	0.5
Pawhuska	5,097,031	5,021,119	3,775,375	35.0	1.5
Ponca City	31,856,816	31,905,439	30,991,096	2.8	-0.2
Poteau	17,980,983	17,888,778	16,467,199	9.2	0.5
Sand Springs	29,690,665	29,338,497	27,771,425	6.9	1.2
Sapulpa	22,618,213	22,513,987	20,695,625	9.3	0.5
Seminole	12,211,117	12,187,696	11,766,729	3.8	0.2
Shawnee	51,069,541	51,302,806	50,089,672	2.0	-0.5
Stillwater	73,915,400	73,450,108	64,554,109	14.5	0.6
Tahlequah	33,666,355	33,524,867	30,120,440	11.8	0.4
Tulsa	602,315,282	599,338,669	525,710,156	14.6	0.5
Watonga	3,051,274	3,015,307	2,613,297	16.8	1.2
Weatherford	21,252,811	21,034,596	17,905,665	18.7	1.0
Wewoka	1,666,628	1,672,886	1,622,999	2.7	-0.4
Woodward	23,826,223	23,662,212	21,118,691	12.8	0.7
TOTAL	2,954,600,882	2,940,516,579	2,629,075,958	12.38	0.48

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

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