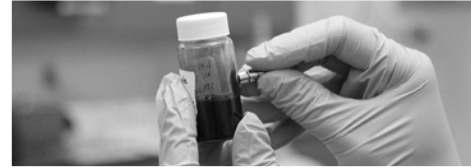




Center for Economic & Management Research



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

	Jan 2022	Dec 2021	Jan 2021	Percentage Change	
				Jan '22 Jan '21	Jan '22 Dec '21
OKLAHOMA					
Durable Goods	1,090,397,528	1,094,234,940	941,169,832	15.9	-0.4
Lumber, Building Materials and Hardware	461,554,790	462,587,136	401,453,692	15.0	-0.2
Auto Accessories and Repair	239,338,790	233,989,043	191,958,927	24.7	2.3
Furniture	94,069,659	97,417,077	87,387,855	7.6	-3.4
Computer, Electronics and Music Stores	101,486,849	102,637,658	98,381,739	3.2	-1.1
Miscellaneous Durables	173,648,039	177,393,133	145,481,084	19.4	-2.1
Used Merchandise	20,299,401	20,210,893	16,506,535	23.0	0.4
Nondurable Goods	3,190,061,735	3,111,744,853	2,660,494,570	19.9	2.5
General Merchandise	972,296,390	972,113,754	904,401,368	7.5	0.0
Food Stores	368,693,153	364,076,138	359,547,787	2.5	1.3
Apparel	139,283,584	142,872,563	106,442,582	30.9	-2.5
Eating and Drinking Places	853,852,347	846,420,789	664,730,716	28.5	0.9
Drug Stores	50,571,257	50,215,771	43,908,389	15.2	0.7
Liquor Stores	49,450,478	49,183,872	50,313,094	-1.7	0.5
Miscellaneous Nondurables	218,370,593	221,840,878	202,890,749	7.6	-1.6
Gasoline	537,543,933	465,021,088	328,259,885	63.8	15.6
Total Retail Trade	4,280,459,263	4,205,979,793	3,601,664,402	18.8	1.8
Electronic Shopping	510,038,168	461,252,814	472,027,239	8.1	10.6
<i>Electronic Shopping (actual \$ collected at 5% of use tax)</i>	<i>25,501,908</i>	<i>23,062,641</i>	<i>23,601,362</i>	<i>8.1</i>	<i>10.6</i>
OKLAHOMA CITY MSA					
Durable Goods	432,376,377	429,625,325	365,020,734	18.5	0.6
Lumber, Building Materials and Hardware	178,455,485	176,528,955	150,067,141	18.9	1.1
Auto Accessories and Repair	78,278,851	77,455,143	68,313,009	14.6	1.1
Furniture	33,938,043	34,414,480	33,453,925	1.4	-1.4
Computer, Electronics and Music Stores	39,136,959	39,204,866	36,406,923	7.5	-0.2
Miscellaneous Durables	74,868,203	74,354,367	58,579,174	27.8	0.7
Used Merchandise (a)	27,698,836	27,667,514	18,200,562	52.2	0.1
Nondurable Goods	1,069,631,871	1,079,010,491	925,151,353	15.6	-0.9
General Merchandise	303,135,510	303,417,804	310,808,077	-2.5	-0.1
Food Stores	116,309,058	114,307,920	98,296,281	18.3	1.8
Apparel	72,403,615	71,272,027	63,590,073	13.9	1.6
Eating and Drinking Places	338,781,105	328,050,060	225,287,595	50.4	3.3
Drug Stores	19,894,419	19,695,081	18,075,836	10.1	1.0
Liquor Stores	19,635,546	19,537,229	19,622,543	0.1	0.5
Miscellaneous Nondurables	105,445,951	103,827,162	95,206,296	10.8	1.6
Gasoline	94,026,666	118,903,210	94,264,653	-0.3	-20.9
Total Retail Trade	1,502,008,248	1,508,635,816	1,290,172,087	16.4	-0.4
TULSA MSA					
Durable Goods	253,373,850	252,683,291	228,233,247	11.0	0.3
Lumber, Building Materials and Hardware	94,716,372	94,808,744	90,093,667	5.1	-0.1
Auto Accessories and Repair	39,828,742	39,341,307	33,792,427	17.9	1.2
Furniture	26,394,247	26,398,660	24,634,822	7.1	0.0
Computer, Electronics and Music Stores	35,311,928	35,322,522	32,506,854	8.6	0.0
Miscellaneous Durables	51,122,792	50,866,412	42,241,882	21.0	0.5
Used Merchandise	5,999,768	5,945,647	4,963,593	20.9	0.9
Nondurable Goods	837,328,666	812,348,521	683,534,745	22.5	3.1
General Merchandise	236,314,834	235,069,736	231,429,020	2.1	0.5
Food Stores	111,414,443	111,653,985	97,340,870	14.5	-0.2
Apparel	40,418,570	39,678,596	32,569,561	24.1	1.9
Eating and Drinking Places	236,495,706	231,355,862	157,702,627	50.0	2.2
Drug Stores	13,166,658	13,088,172	12,283,433	7.2	0.6
Liquor Stores	12,971,879	13,063,924	14,376,738	-9.8	-0.7
Miscellaneous Nondurables	43,947,375	45,077,844	50,751,991	-13.4	-2.5
Gasoline	142,599,201	123,360,402	87,080,505	63.8	15.6
Total Retail Trade	1,090,702,516	1,065,031,812	911,767,992	19.6	2.4

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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

	Jan 2022	Dec 2021	Jan 2021	Percentage Change	
				Jan '22 Jan '21	Jan '22 Dec '21
LAWTON MSA					
Durable Goods	24,251,052	24,159,589	21,505,114	12.8	0.4
Lumber, Building Materials and Hardware	9,981,229	9,947,706	9,076,762	10.0	0.3
Auto Accessories and Repair	5,079,005	5,006,285	4,103,340	23.8	1.5
Furniture	1,623,108	1,673,444	1,851,608	-12.3	-3.0
Computer, Electronics and Music Stores	2,351,047	2,342,923	2,236,611	5.1	0.3
Miscellaneous Durables	4,814,725	4,791,319	3,883,543	24.0	0.5
Used Merchandise	401,939	397,912	353,249	13.8	1.0
Nondurable Goods	85,338,419	83,472,680	74,150,446	15.1	2.2
General Merchandise	30,339,765	30,451,040	32,947,587	-7.9	-0.4
Food Stores	6,665,001	6,651,399	5,508,509	21.0	0.2
Apparel	3,998,963	3,985,725	3,886,123	2.9	0.3
Eating and Drinking Places	26,268,032	25,629,584	16,832,212	56.1	2.5
Drug Stores	934,438	942,780	1,016,957	-8.1	-0.9
Liquor Stores	1,288,610	1,297,280	1,319,617	-2.3	-0.7
Miscellaneous Nondurables	4,929,523	5,073,262	5,974,580	-17.5	-2.8
Gasoline	10,914,085	9,441,609	6,664,862	63.8	15.6
Total Retail Trade	109,589,472	107,632,270	95,655,559	14.6	1.8
ENID MICROSA					
Durable Goods	15,318,554	15,298,358	13,970,062	9.7	0.1
Lumber, Building Materials and Hardware	6,247,450	6,266,379	5,949,971	5.0	-0.3
Auto Accessories and Repair	3,801,000	3,751,760	3,201,926	18.7	1.3
Furniture	927,865	929,536	876,098	5.9	-0.2
Computer, Electronics and Music Stores	1,351,370	1,363,660	1,395,051	-3.1	-0.9
Miscellaneous Durables	2,645,581	2,641,432	2,250,979	17.5	0.2
Used Merchandise	345,287	345,590	296,036	16.6	-0.1
Nondurable Goods	47,621,850	46,951,254	44,145,213	7.9	1.4
General Merchandise	11,162,423	11,719,047	15,091,793	-26.0	-4.7
Food Stores	6,874,774	6,934,551	6,520,994	5.4	-0.9
Apparel	2,968,230	2,920,186	2,632,949	12.7	1.6
Eating and Drinking Places	13,512,599	13,343,032	9,310,871	45.1	1.3
Drug Stores	1,023,658	1,017,636	956,133	7.1	0.6
Liquor Stores	609,436	614,934	683,165	-10.8	-0.9
Miscellaneous Nondurables	2,599,579	2,727,569	3,531,995	-26.4	-4.7
Gasoline	8,871,151	7,674,298	5,417,311	63.8	15.6
Total Retail Trade	62,940,403	62,249,612	58,115,275	8.3	1.1

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ADJUSTED RETAIL TRADE FOR SELECTED CITIES

	Jan 2022	Dec 2021	Jan 2021	Percentage Change	
				Jan '22 Jan '21	Jan '22 Dec '21
Ada	35,747,853	35,470,061	30,818,456	16.0	0.8
Altus	24,316,509	24,055,524	20,744,409	17.2	1.1
Alva	8,086,655	8,003,616	6,772,905	19.4	1.0
Anadarko	6,578,257	6,537,389	5,815,539	13.1	0.6
Ardmore	52,800,861	52,381,094	45,312,456	16.5	0.8
Bartlesville	47,792,869	47,530,661	41,399,331	15.4	0.6
Blackwell	6,691,320	6,653,279	5,844,697	14.5	0.6
Broken Arrow	113,282,034	112,289,683	97,910,222	15.7	0.9
Chickasha	24,048,955	23,961,514	21,604,502	11.3	0.4
Clinton	9,523,168	9,434,822	7,878,174	20.9	0.9
Cushing	10,793,370	10,796,413	10,316,217	4.6	0.0
Del City	21,539,459	21,506,975	19,921,299	8.1	0.2
Duncan	29,915,561	29,701,485	25,370,934	17.9	0.7
Durant	34,540,568	34,358,375	30,000,961	15.1	0.5
Edmond	141,454,265	140,945,389	129,664,320	9.1	0.4
El Reno	18,511,637	18,260,374	15,094,944	22.6	1.4
Elk City	22,329,894	22,155,067	19,039,449	17.3	0.8
Enid	58,490,851	58,695,398	54,116,809	8.1	-0.3
Guthrie	16,008,981	15,861,356	13,713,619	16.7	0.9
Guymon	17,202,326	16,993,899	13,973,629	23.1	1.2
Henryetta	7,539,654	7,509,912	6,671,962	13.0	0.4
Hobart	2,947,681	2,945,948	2,802,815	5.2	0.1
Holdenville	4,832,749	4,823,575	4,507,964	7.2	0.2
Hugo	8,615,989	8,675,609	8,875,309	-2.9	-0.7
Idabel	10,851,629	10,806,965	9,757,251	11.2	0.4
Lawton	89,428,327	89,060,993	77,847,778	14.9	0.4
McAlester	33,965,805	33,851,461	30,323,331	12.0	0.3
Miami	16,960,540	16,879,101	15,054,519	12.7	0.5
Midwest City	71,060,452	70,836,514	65,170,359	9.0	0.3
Moore	85,039,992	83,814,867	68,717,220	23.8	1.5
Muskogee	52,763,396	52,626,200	46,821,451	12.7	0.3
Norman	174,484,777	171,755,796	133,927,047	30.3	1.6
Oklahoma City	760,801,625	753,454,412	625,287,811	21.7	1.0
Okmulgee	18,047,433	17,826,063	14,573,542	23.8	1.2
Pauls Valley	13,573,175	13,477,323	11,593,295	17.1	0.7
Pawhuska	5,318,574	5,196,145	3,741,032	42.2	2.4
Ponca City	32,100,764	32,092,035	30,074,714	6.7	0.0
Poteau	17,878,695	17,778,492	15,940,760	12.2	0.6
Sand Springs	28,619,277	28,392,760	27,140,985	5.4	0.8
Sapulpa	22,606,338	22,475,298	20,054,791	12.7	0.6
Seminole	12,070,433	12,057,957	11,273,449	7.1	0.1
Shawnee	51,795,580	51,881,361	47,819,280	8.3	-0.2
Stillwater	74,268,765	73,615,282	61,248,184	21.3	0.9
Tahlequah	34,018,664	33,773,450	29,023,356	17.2	0.7
Tulsa	612,902,995	607,301,619	507,777,593	20.7	0.9
Watonga	2,993,934	2,960,494	2,602,633	15.0	1.1
Weatherford	21,261,027	20,997,949	17,088,945	24.4	1.3
Wewoka	1,643,805	1,651,000	1,589,810	3.4	-0.4
Woodward	23,765,642	23,571,898	20,563,482	15.6	0.8
TOTAL	2,991,813,111	2,967,682,851	2,533,183,537	18.10	0.81

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