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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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Economic Growth Continues But Slowing In Mid-America Region

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Not every Oklahoma sector lost jobs during the pandemic

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Oklahoma's Medical Marijuana Industry Boomed In 2020

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Oklahoma banks see increased deposits, market shares

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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

	March 2021	February 2021	March 2020	Percentage Change	
				Mar '21 Mar '20	Mar '21 Feb '21
OKLAHOMA					
Durable Goods	834,865,733	839,548,347	848,564,623	-1.6	-0.6
Lumber, Building Materials and Hardware	345,263,574	335,494,879	313,840,297	10.0	2.9
Auto Accessories and Repair	180,231,909	181,924,385	193,809,111	-7.0	-0.9
Furniture	77,505,247	80,975,241	79,951,145	-3.1	-4.3
Computer, Electronics and Music Stores	91,246,791	94,582,497	106,859,784	-14.6	-3.5
Miscellaneous Durables	125,575,860	130,288,229	137,139,407	-8.4	-3.6
Used Merchandise	15,042,352	16,283,116	16,964,879	-11.3	-7.6
Nondurable Goods	2,447,948,325	2,708,547,898	2,600,454,485	-5.9	-9.6
General Merchandise	887,851,469	872,643,548	850,776,561	4.4	1.7
Food Stores	354,282,942	338,875,804	323,803,556	9.4	4.5
Apparel	94,355,920	111,642,832	127,950,005	-26.3	-15.5
Eating and Drinking Places	601,668,801	651,230,872	688,412,204	-12.6	-7.6
Drug Stores	43,710,533	43,347,724	44,322,145	-1.4	0.8
Liquor Stores	44,647,786	42,620,314	40,966,279	9.0	4.8
Miscellaneous Nondurables	175,319,779	172,371,714	147,472,644	18.9	1.7
Gasoline	246,111,095	475,815,089	376,751,092	-34.7	-48.3
Total Retail Trade	3,282,814,058	3,548,096,245	3,449,019,108	-4.8	-7.5
Electronic Shopping	235,960,662	248,738,304	248,738,304	-5.1	-5.1
<i>Electronic Shopping (actual \$ collected at 5%)</i>	<i>11,798,033</i>	<i>12,436,915</i>	<i>12,436,915</i>	<i>-5.1</i>	<i>-5.1</i>
OKLAHOMA CITY MSA					
Durable Goods	369,605,932	365,194,219	329,666,615	12.1	1.2
Lumber, Building Materials and Hardware	148,985,836	148,083,734	140,107,779	6.3	0.6
Auto Accessories and Repair	68,478,033	68,288,715	65,205,505	5.0	0.3
Furniture	35,493,599	34,927,768	30,141,341	17.8	1.6
Computer, Electronics and Music Stores	36,300,517	35,841,937	34,170,191	6.2	1.3
Miscellaneous Durables	64,924,102	64,078,830	52,740,815	23.1	1.3
Used Merchandise (a)	15,423,845	13,973,235	7,300,983	111.3	10.4
Nondurable Goods	878,900,588	900,694,244	872,820,648	0.7	-2.4
General Merchandise	302,095,507	300,569,456	288,925,072	4.6	0.5
Food Stores	108,625,216	107,935,738	105,326,879	3.1	0.6
Apparel	50,274,596	50,582,527	48,549,339	3.6	-0.6
Eating and Drinking Places	214,563,773	218,374,086	231,033,757	-7.1	-1.7
Drug Stores	19,829,031	19,541,847	17,093,611	16.0	1.5
Liquor Stores	19,825,868	19,484,168	17,214,684	15.2	1.8
Miscellaneous Nondurables	96,212,033	93,933,375	77,889,294	23.5	2.4
Gasoline	67,474,562	90,273,047	86,788,012	-22.3	-25.3
Total Retail Trade	1,248,506,520	1,265,888,463	1,202,487,263	3.8	-1.4
TULSA MSA					
Durable Goods	239,538,294	236,724,986	202,115,109	18.5	1.2
Lumber, Building Materials and Hardware	91,190,629	90,658,768	80,930,594	12.7	0.6
Auto Accessories and Repair	35,095,835	34,822,488	30,696,784	14.3	0.8
Furniture	26,960,052	26,411,265	21,609,685	24.8	2.1
Computer, Electronics and Music Stores	33,470,877	32,965,606	28,976,646	15.5	1.5
Miscellaneous Durables	47,249,091	46,421,923	35,527,256	33.0	1.8
Used Merchandise	5,571,810	5,444,936	4,374,145	27.4	2.3
Nondurable Goods	694,094,455	722,950,712	631,771,229	9.9	-4.0
General Merchandise	215,720,887	216,028,314	213,591,699	1.0	-0.1
Food Stores	99,518,728	100,401,002	106,488,097	-6.5	-0.9
Apparel	35,248,595	34,001,967	24,634,731	43.1	3.7
Eating and Drinking Places	182,156,909	178,682,999	156,147,378	16.7	1.9
Drug Stores	11,786,260	11,856,579	12,749,760	-7.6	-0.6
Liquor Stores	14,128,989	14,095,582	12,582,157	12.3	0.2
Miscellaneous Nondurables	50,940,020	50,177,092	40,289,264	26.4	1.5
Gasoline	84,594,067	117,707,177	65,288,143	29.6	-28.1
Total Retail Trade	933,632,749	959,675,698	833,886,339	12.0	-2.7

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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

	March 2021	February 2021	March 2020	Percentage Change	
				Mar '21 Mar '20	Mar '21 Feb '21
LAWTON MSA					
Durable Goods	22,568,651	22,366,934	17,979,768	25.5	0.9
Lumber, Building Materials and Hardware	9,304,088	9,283,543	7,428,239	25.3	0.2
Auto Accessories and Repair	4,141,139	4,139,686	3,975,039	4.2	0.0
Furniture	2,043,510	1,998,351	1,375,260	48.6	2.3
Computer, Electronics and Music Stores	2,341,978	2,301,296	1,893,525	23.7	1.8
Miscellaneous Durables	4,338,149	4,252,862	2,992,979	44.9	2.0
Used Merchandise	399,786	391,196	314,726	27.0	2.2
Nondurable Goods	73,899,564	75,958,087	65,180,339	13.4	-2.7
General Merchandise	29,899,402	29,939,503	28,730,346	4.1	-0.1
Food Stores	5,767,946	5,831,400	5,815,451	-0.8	-1.1
Apparel	3,898,703	3,756,709	2,653,793	46.9	3.8
Eating and Drinking Places	19,955,720	19,595,830	16,644,537	19.9	1.8
Drug Stores	983,256	986,160	886,404	10.9	-0.3
Liquor Stores	1,265,980	1,271,764	1,189,813	6.4	-0.5
Miscellaneous Nondurables	5,653,999	5,567,791	4,263,051	32.6	1.5
Gasoline	6,474,558	9,008,929	4,996,945	29.6	-28.1
Total Retail Trade	96,468,215	98,325,022	83,160,107	16.0	-1.9
ENID MICROSA					
Durable Goods	14,016,489	14,035,159	13,529,123	3.6	-0.1
Lumber, Building Materials and Hardware	5,972,848	5,970,107	5,478,691	9.0	0.0
Auto Accessories and Repair	3,169,249	3,183,623	3,410,090	-7.1	-0.5
Furniture	920,716	904,438	728,371	26.4	1.8
Computer, Electronics and Music Stores	1,414,373	1,396,042	1,310,702	7.9	1.3
Miscellaneous Durables	2,242,926	2,286,489	2,344,831	-4.3	-1.9
Used Merchandise	296,377	294,461	256,438	15.6	0.7
Nondurable Goods	43,325,702	45,673,669	50,753,689	-14.6	-5.1
General Merchandise	13,938,180	14,044,333	14,392,446	-3.2	-0.8
Food Stores	6,696,750	6,792,186	7,377,051	-9.2	-1.4
Apparel	2,717,550	2,627,997	1,772,093	53.4	3.4
Eating and Drinking Places	9,774,977	9,960,829	18,588,082	-47.4	-1.9
Drug Stores	951,076	953,507	928,429	2.4	-0.3
Liquor Stores	663,102	668,830	656,330	1.0	-0.9
Miscellaneous Nondurables	3,321,438	3,303,378	2,977,658	11.5	0.5
Gasoline	5,262,629	7,322,608	4,061,600	29.6	-28.1
Total Retail Trade	57,342,191	59,708,827	64,282,811	-10.8	-4.0

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ADJUSTED RETAIL TRADE FOR SELECTED CITIES

	March 2021	February 2021	March 2020	Percentage Change	
				Mar '21 Mar '20	Mar '21 Feb '21
Ada	30,936,555	30,789,546	29,167,636	6.1	0.5
Altus	20,541,828	20,420,753	18,774,562	9.4	0.6
Alva	6,401,064	6,456,014	8,758,450	-26.9	-0.9
Anadarko	5,560,134	5,570,543	5,461,457	1.8	-0.2
Ardmore	46,233,140	45,750,152	40,476,190	14.2	1.1
Bartlesville	41,680,805	41,394,224	39,786,831	4.8	0.7
Blackwell	5,657,571	5,590,927	5,292,861	6.9	1.2
Broken Arrow	100,741,538	99,785,524	90,165,867	11.7	1.0
Chickasha	21,221,003	21,111,031	20,211,505	5.0	0.5
Clinton	7,824,065	7,785,495	7,509,485	4.2	0.5
Cushing	9,905,393	9,919,813	9,922,593	-0.2	-0.1
Del City	19,503,533	19,494,445	19,305,876	1.0	0.0
Duncan	25,933,054	25,738,656	23,179,977	11.9	0.8
Durant	30,424,433	30,232,117	27,718,972	9.8	0.6
Edmond	131,474,513	130,698,472	122,108,028	7.7	0.6
El Reno	15,026,724	14,887,956	14,641,360	2.6	0.9
Elk City	19,073,204	19,030,483	18,267,490	4.4	0.2
Enid	53,546,561	53,838,665	62,027,681	-13.7	-0.5
Guthrie	13,954,920	13,789,911	12,509,936	11.6	1.2
Guymon	13,950,124	13,818,518	13,110,165	6.4	1.0
Henryetta	6,553,509	6,505,885	6,143,188	6.7	0.7
Hobart	2,666,328	2,655,737	2,548,114	4.6	0.4
Holdenville	4,355,990	4,347,999	4,009,789	8.6	0.2
Hugo	8,574,450	8,477,907	7,133,613	20.2	1.1
Idabel	9,671,249	9,653,144	8,636,641	12.0	0.2
Lawton	79,785,759	79,142,741	69,784,331	14.3	0.8
McAlester	30,680,563	30,476,547	28,390,997	8.1	0.7
Miami	15,004,004	14,889,016	13,152,124	14.1	0.8
Midwest City	66,622,688	66,310,902	60,537,904	10.1	0.5
Moore	70,627,057	70,044,318	62,574,602	12.9	0.8
Muskogee	48,319,742	47,898,677	42,491,592	13.7	0.9
Norman	138,978,549	137,103,251	122,867,715	13.1	1.4
Oklahoma City	646,356,147	639,557,593	596,724,034	8.3	1.1
Okmulgee	14,046,801	13,878,137	12,125,060	15.8	1.2
Pauls Valley	11,577,465	11,447,428	10,522,947	10.0	1.1
Pawhuska	4,048,503	3,968,058	3,570,912	13.4	2.0
Ponca City	29,920,136	29,718,886	27,254,322	9.8	0.7
Poteau	15,993,376	15,887,890	14,111,041	13.3	0.7
Sand Springs	26,068,199	26,084,887	25,625,535	1.7	-0.1
Sapulpa	20,030,423	19,892,692	18,263,701	9.7	0.7
Seminole	11,168,859	11,106,247	10,264,019	8.8	0.6
Shawnee	48,993,212	48,595,334	42,979,569	14.0	0.8
Stillwater	62,278,889	61,604,564	58,338,860	6.8	1.1
Tahlequah	29,271,561	29,039,586	25,485,378	14.9	0.8
Tulsa	525,222,270	519,958,960	487,741,663	7.7	1.0
Watonga	2,520,043	2,517,940	2,512,674	0.3	0.1
Weatherford	16,932,086	16,874,658	16,359,922	3.5	0.3
Wewoka	1,630,012	1,617,620	1,549,883	5.2	0.8
Woodward	20,241,297	20,213,274	19,966,868	1.4	0.1
TOTAL	2,587,729,328	2,565,573,122	2,390,063,922	8.27	0.86

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