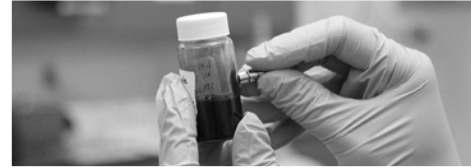




Center for Economic & Management Research



# 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

	Mar 2022	Feb 2022	Mar 2021	Percentage Change	
				Mar '22 Mar '21	Mar '22 Feb '22
<b>OKLAHOMA</b>					
<b>Durable Goods</b>	<b>1,085,647,991</b>	<b>1,083,832,818</b>	<b>1,009,412,541</b>	7.6	0.2
Lumber, Building Materials and Hardware	481,612,978	475,553,903	433,301,377	11.1	1.3
Auto Accessories and Repair	237,037,579	233,889,252	200,031,233	18.5	1.3
Furniture	85,467,671	89,209,485	93,952,863	-9.0	-4.2
Computer, Electronics and Music Stores	103,157,827	103,061,711	103,464,966	-0.3	0.1
Miscellaneous Durables	157,025,642	161,161,390	160,972,235	-2.5	-2.6
Used Merchandise	21,346,293	20,957,077	17,689,868	20.7	1.9
<b>Nondurable Goods</b>	<b>3,157,856,186</b>	<b>3,265,027,519</b>	<b>2,758,077,649</b>	14.5	-3.3
General Merchandise	969,405,468	965,814,642	951,128,810	1.9	0.4
Food Stores	378,751,055	374,096,832	361,312,071	4.8	1.2
Apparel	126,327,446	129,921,818	120,995,809	4.4	-2.8
Eating and Drinking Places	834,609,431	834,086,997	693,010,557	20.4	0.1
Drug Stores	48,285,556	48,694,251	43,573,617	10.8	-0.8
Liquor Stores	51,558,069	50,977,326	50,306,295	2.5	1.1
Miscellaneous Nondurables	211,001,308	213,101,524	218,863,516	-3.6	-1.0
Gasoline	537,917,853	648,334,131	318,886,973	68.7	-17.0
<b>Total Retail Trade</b>	<b>4,243,504,176</b>	<b>4,348,860,337</b>	<b>3,767,490,190</b>	12.6	-2.4
<b>(!) Electronic Shopping</b>	<b>304,521,770</b>	<b>263,813,735</b>	<b>235,960,662</b>	29.1	15.4
<i>Electronic Shopping (actual \$ collected at 5% of use tax)</i>	<i>15,226,089</i>	<i>13,190,687</i>	<i>11,798,033</i>	<i>29.1</i>	<i>15.4</i>
<b>OKLAHOMA CITY MSA</b>					
<b>Durable Goods</b>	<b>423,770,045</b>	<b>423,319,116</b>	<b>389,416,591</b>	8.8	0.1
Lumber, Building Materials and Hardware	182,175,028	180,371,207	156,976,529	16.1	1.0
Auto Accessories and Repair	79,671,633	78,910,382	68,009,345	17.1	1.0
Furniture	31,648,193	32,478,609	36,135,821	-12.4	-2.6
Computer, Electronics and Music Stores	37,120,639	37,512,167	38,729,838	-4.2	-1.0
Miscellaneous Durables	64,947,467	66,090,669	65,896,754	-1.4	-1.7
Used Merchandise (a)	28,207,085	27,956,082	23,668,303	19.2	0.9
<b>Nondurable Goods</b>	<b>1,095,917,431</b>	<b>1,116,361,493</b>	<b>982,143,140</b>	11.6	-1.8
General Merchandise	296,376,854	297,777,384	305,670,520	-3.0	-0.5
Food Stores	113,343,249	112,218,568	113,308,726	0.0	1.0
Apparel	71,264,757	70,522,103	59,969,296	18.8	1.1
Eating and Drinking Places	379,063,133	364,629,601	251,896,449	50.5	4.0
Drug Stores	19,644,178	19,525,110	19,231,703	2.1	0.6
Liquor Stores	17,593,288	17,785,739	18,179,234	-3.2	-1.1
Miscellaneous Nondurables	91,535,586	92,236,575	102,051,422	-10.3	-0.8
Gasoline	107,096,386	141,666,414	111,835,790	-4.2	-24.4
<b>Total Retail Trade</b>	<b>1,519,687,475</b>	<b>1,539,680,610</b>	<b>1,371,559,731</b>	10.8	-1.3
<b>TULSA MSA</b>					
<b>Durable Goods</b>	<b>250,553,426</b>	<b>250,842,484</b>	<b>241,717,981</b>	3.7	-0.1
Lumber, Building Materials and Hardware	100,353,213	99,823,567	96,028,869	4.5	0.5
Auto Accessories and Repair	42,002,697	41,391,797	34,694,399	21.1	1.5
Furniture	23,096,854	23,590,411	24,820,029	-6.9	-2.1
Computer, Electronics and Music Stores	33,316,497	33,651,910	34,284,290	-2.8	-1.0
Miscellaneous Durables	45,475,663	46,145,596	46,492,788	-2.2	-1.5
Used Merchandise	6,308,502	6,239,203	5,397,604	16.9	1.1
<b>Nondurable Goods</b>	<b>818,300,233</b>	<b>846,392,724</b>	<b>710,181,346</b>	15.2	-3.3
General Merchandise	250,413,892	247,567,385	226,488,317	10.6	1.1
Food Stores	100,059,178	101,735,116	113,192,927	-11.6	-1.6
Apparel	40,680,971	40,189,745	31,017,504	31.2	1.2
Eating and Drinking Places	213,870,416	213,383,968	174,939,930	22.3	0.2
Drug Stores	13,855,047	13,703,033	12,484,703	11.0	1.1
Liquor Stores	13,418,244	13,472,242	13,218,242	1.5	-0.4
Miscellaneous Nondurables	43,304,092	44,351,704	54,245,656	-20.2	-2.4
Gasoline	142,698,394	171,989,531	84,594,067	68.7	-17.0
<b>Total Retail Trade</b>	<b>1,068,853,660</b>	<b>1,097,235,208</b>	<b>951,899,327</b>	12.3	-2.6

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(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

	Mar 2022	Feb 2022	Mar 2021	Percentage Change	
				Mar '22 Mar '21	Mar '22 Feb '22
<b>LAWTON MSA</b>					
<b>Durable Goods</b>	<b>23,927,013</b>	<b>23,940,465</b>	<b>22,893,522</b>	4.5	-0.1
Lumber, Building Materials and Hardware	10,489,947	10,409,891	9,663,822	8.5	0.8
Auto Accessories and Repair	5,402,123	5,310,107	4,362,044	23.8	1.7
Furniture	1,375,145	1,452,913	2,014,418	-31.7	-5.4
Computer, Electronics and Music Stores	2,436,438	2,421,141	2,264,915	7.6	0.6
Miscellaneous Durables	3,797,663	3,926,086	4,244,824	-10.5	-3.3
Used Merchandise	425,698	420,328	343,500	23.9	1.3
<b>Nondurable Goods</b>	<b>83,811,634</b>	<b>86,005,236</b>	<b>75,975,676</b>	10.3	-2.6
General Merchandise	32,538,866	32,321,086	32,040,384	1.6	0.7
Food Stores	5,790,252	5,903,242	6,278,228	-7.8	-1.9
Apparel	4,145,727	4,127,464	3,689,543	12.4	0.4
Eating and Drinking Places	22,872,834	22,865,898	18,725,039	22.2	0.0
Drug Stores	918,680	926,079	1,033,952	-11.1	-0.8
Liquor Stores	1,272,600	1,283,706	1,347,048	-5.5	-0.9
Miscellaneous Nondurables	5,350,997	5,414,235	6,386,924	-16.2	-1.2
Gasoline	10,921,677	13,163,526	6,474,558	68.7	-17.0
<b>Total Retail Trade</b>	<b>107,738,647</b>	<b>109,945,701</b>	<b>98,869,198</b>	9.0	-2.0
<b>ENID MICROSA</b>					
<b>Durable Goods</b>	<b>15,956,148</b>	<b>15,887,888</b>	<b>14,964,408</b>	6.6	0.4
Lumber, Building Materials and Hardware	6,858,582	6,803,873	6,469,608	6.0	0.8
Auto Accessories and Repair	3,982,029	3,925,051	3,272,356	21.7	1.5
Furniture	914,111	920,850	906,316	0.9	-0.7
Computer, Electronics and Music Stores	1,393,634	1,400,488	1,445,485	-3.6	-0.5
Miscellaneous Durables	2,460,992	2,490,138	2,518,616	-2.3	-1.2
Used Merchandise	346,800	347,488	352,026	-1.5	-0.2
<b>Nondurable Goods</b>	<b>48,886,913</b>	<b>50,928,797</b>	<b>50,838,247</b>	-3.8	-4.0
General Merchandise	14,957,500	14,800,343	19,458,257	-23.1	1.1
Food Stores	6,243,686	6,372,876	7,505,979	-16.8	-2.0
Apparel	3,136,754	3,083,988	2,372,962	32.2	1.7
Eating and Drinking Places	11,431,178	11,626,065	10,772,308	6.1	-1.7
Drug Stores	1,056,601	1,047,859	967,580	9.2	0.8
Liquor Stores	667,045	665,551	662,299	0.7	0.2
Miscellaneous Nondurables	2,516,827	2,632,580	3,836,231	-34.4	-4.4
Gasoline	8,877,322	10,699,534	5,262,629	68.7	-17.0
<b>Total Retail Trade</b>	<b>64,843,061</b>	<b>66,816,685</b>	<b>65,802,655</b>	-1.5	-3.0

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**ADJUSTED RETAIL TRADE FOR SELECTED CITIES**

	Mar 2022	Feb 2022	Mar 2021	Percentage Change	
				Mar '22 Mar '21	Mar '22 Feb '22
Ada	35,840,808	35,648,645	32,805,713	9.3	0.5
Altus	24,542,844	24,321,143	21,711,400	13.0	0.9
Alva	7,744,688	7,738,396	6,960,913	11.3	0.1
Anadarko	6,588,359	6,562,181	6,108,516	7.9	0.4
Ardmore	52,321,998	52,129,481	47,737,408	9.6	0.4
Bartlesville	46,252,275	46,308,521	44,395,805	4.2	-0.1
Blackwell	7,025,015	6,963,248	6,220,041	12.9	0.9
Broken Arrow	112,530,005	111,950,016	102,251,002	10.1	0.5
Chickasha	23,876,514	23,866,922	22,776,341	4.8	0.0
Clinton	9,068,756	9,075,158	8,385,206	8.2	-0.1
Cushing	10,911,950	10,906,756	10,820,644	0.8	0.0
Del City	21,305,306	21,323,040	21,071,469	1.1	-0.1
Duncan	29,793,973	29,686,054	27,472,005	8.5	0.4
Durant	35,004,645	34,857,301	32,389,485	8.1	0.4
Edmond	141,186,619	140,937,777	135,291,339	4.4	0.2
El Reno	18,494,045	18,323,355	15,652,859	18.2	0.9
Elk City	22,232,022	22,138,720	20,366,871	9.2	0.4
Enid	59,985,498	59,957,291	61,707,682	-2.8	0.0
Guthrie	16,514,378	16,347,559	14,501,022	13.9	1.0
Guymon	17,494,082	17,313,464	15,063,937	16.1	1.0
Henryetta	7,668,176	7,638,085	7,209,506	6.4	0.4
Hobart	3,118,806	3,097,872	2,934,227	6.3	0.7
Holdenville	5,052,256	5,021,161	4,756,845	6.2	0.6
Hugo	9,086,958	9,063,428	9,432,144	-3.7	0.3
Idabel	11,198,361	11,131,167	10,386,937	7.8	0.6
Lawton	84,610,398	85,096,714	83,397,745	1.5	-0.6
McAlester	34,373,693	34,280,722	32,457,877	5.9	0.3
Miami	17,172,418	17,098,928	16,077,771	6.8	0.4
Midwest City	67,983,413	68,304,487	69,521,297	-2.2	-0.5
Moore	85,962,222	84,935,297	72,470,770	18.6	1.2
Muskogee	50,756,572	50,984,677	50,441,781	0.6	-0.4
Norman	162,815,737	162,416,228	142,026,573	14.6	0.2
Oklahoma City	738,619,569	737,121,450	666,374,063	10.8	0.2
Okmulgee	17,704,377	17,537,392	16,979,448	4.3	1.0
Pauls Valley	13,576,462	13,516,933	12,497,034	8.6	0.4
Pawhuska	4,810,103	4,788,665	3,851,994	24.9	0.4
Ponca City	31,844,535	31,910,107	31,592,542	0.8	-0.2
Poteau	18,109,726	18,015,753	16,868,565	7.4	0.5
Sand Springs	30,562,937	30,119,908	28,262,055	8.1	1.5
Sapulpa	22,785,633	22,683,245	21,118,379	7.9	0.5
Seminole	12,503,551	12,446,644	11,998,642	4.2	0.5
Shawnee	51,023,826	51,286,552	51,686,712	-1.3	-0.5
Stillwater	74,056,429	73,665,145	67,481,049	9.7	0.5
Tahlequah	33,369,861	33,310,887	30,986,648	7.7	0.2
Tulsa	594,978,831	593,898,137	544,884,352	9.2	0.2
Watonga	3,092,873	3,056,532	2,644,365	17.0	1.2
Weatherford	21,161,672	20,990,847	18,467,411	14.6	0.8
Wewoka	1,731,158	1,729,224	1,724,153	0.4	0.1
Woodward	23,941,703	23,792,124	21,699,289	10.3	0.6
<b>TOTAL</b>	<b>2,932,386,039</b>	<b>2,925,293,340</b>	<b>2,703,919,831</b>	<b>8.45</b>	<b>0.24</b>

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