



The UNIVERSITY of OKLAHOMA
PRICE
COLLEGE OF BUSINESS

Center for Economic &
Management Research



OKLAHOMA BUSINESS BULLETIN



*The Oklahoma Business Bulletin
Monthly Digest*

is published online monthly

<http://origins.ou.edu/reports/bulletins.htm>

Publications Staff

Director Robert C. Dauffenbach

Information Specialist Michael G. Reim

Publications Specialist Jessica Mason

Address all correspondence to:

Oklahoma Business Bulletin

Center for Economic and Management Research
307 West Brooks, Room 4 Norman, Oklahoma
73019-0450

The *Oklahoma Business Bulletin Monthly Digest* is published online by the Center for Economic and Management Research, Michael F. Price College of Business, The University of Oklahoma.

© 2020 by the Center for Economic and Management Research.

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.

OU OBB Business Briefs

Major Economic Indicators

[U.S. Bureau of Labor Statistics](#)

Survey of Current Business

[Bureau of Econ Analysis](#)

The Oklahoma Economist

[Federal Reserve Bank of Kansas City](#)

Oklahoma Economic Indicators

[Oklahoma Employment Security Commission](#)

Oklahoma Economic Report Monthly Newsletter

[Oklahoma Office of State Treasurer](#)

Oklahoma OMES Media Releases

[Office of Management and Enterprise Services \(OMES\)](#)

Oklahoma's Business Conditions Index

[Creighton University](#)

The Growing Significance of Use Tax

[Oklahoma Economic Report](#)

Economist: Oklahoma vulnerable to economic slowdown

[Journal Record](#)

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

Belt-tightening ahead for Oklahoma state agencies

[Oklahoman](#)

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

Doing the math on cheap gas and the petroleum recession in Oklahoma

[Tulsa World](#)

Another record month for medical marijuana sales in Oklahoma

[Oklahoman](#)

Disclaimer

While the University of Oklahoma strives to make the information on its website and publications as timely and accurate as possible, we make no claims, promises, or guarantees about the accuracy, completeness or adequacy of the contents, and expressly disclaim liability for errors and omissions in the contents.

No warranty of any kind, implied, expressed, or statutory, including but not limited to the warranties of non-infringement of third party rights, title, merchantability, fitness for a particular purpose or freedom from computer virus, is given with respect to the contents of this website or its links to other Internet resources.

Reference in this site to any specific commercial or non commercial product, process, or service, or the use of any trade, firm or corporation name is for the information and convenience of the public, and does not constitute endorsement, recommendation, or favoring by the University of Oklahoma.

ADJUSTED RETAIL TRADE FOR METRO AREAS AND STATE

	May 2020	Apr 2020	May 2019	Percentage Change	
				May '20 May '19	May '20 Apr '20
OKLAHOMA					
Durable Goods	824,731,660	831,183,527	850,510,222	-3.0	-0.8
Lumber, Building Materials and Hardware	339,824,435	338,812,510	317,233,903	7.1	0.3
Auto Accessories and Repair	175,663,867	177,963,030	192,256,202	-8.6	-1.3
Furniture	79,192,851	80,163,327	81,442,072	-2.8	-1.2
Computer, Electronics and Music Stores	91,076,301	92,242,334	102,410,453	-11.1	-1.3
Miscellaneous Durables	123,977,103	126,664,292	140,574,111	-11.8	-2.1
Used Merchandise	14,997,103	15,338,034	16,593,482	-9.6	-2.2
Nondurable Goods	2,336,435,811	2,482,838,671	2,753,745,281	-15.2	-5.9
General Merchandise	873,997,248	871,196,980	865,687,705	1.0	0.3
Food Stores	344,598,247	341,032,219	322,569,199	6.8	1.0
Apparel	102,471,028	107,315,192	128,461,587	-20.2	-4.5
Eating and Drinking Places	622,994,831	636,485,060	687,135,117	-9.3	-2.1
Drug Stores	41,922,719	42,215,253	45,138,460	-7.1	-0.7
Liquor Stores	42,114,884	41,711,890	41,423,867	1.7	1.0
Miscellaneous Nondurables	176,135,069	175,082,279	151,976,608	15.9	0.6
Gasoline	132,201,786	267,799,797	511,352,738	-74.1	-50.6
Total Retail Trade	3,161,167,471	3,314,022,197	3,604,255,503	-12.3	-4.6
OKLAHOMA CITY MSA					
Durable Goods	353,888,704	350,877,702	331,674,010	6.7	0.9
Lumber, Building Materials and Hardware	139,754,321	138,132,024	122,463,982	14.1	1.2
Auto Accessories and Repair	64,387,344	64,862,841	69,597,135	-7.5	-0.7
Furniture	29,451,106	29,858,418	32,846,482	-10.3	-1.4
Computer, Electronics and Music Stores	36,847,425	36,984,966	38,394,197	-4.0	-0.4
Miscellaneous Durables	53,828,143	54,506,858	61,351,850	-12.3	-1.2
Used Merchandise (a)	29,620,365	26,532,596	7,020,363	321.9	11.6
Nondurable Goods	880,180,543	904,002,469	946,908,387	-7.0	-2.6
General Merchandise	293,357,099	293,451,754	300,161,022	-2.3	0.0
Food Stores	99,862,872	100,058,228	101,732,681	-1.8	-0.2
Apparel	60,101,017	59,812,227	58,771,812	2.3	0.5
Eating and Drinking Places	289,397,358	288,451,560	282,396,127	2.5	0.3
Drug Stores	18,057,127	17,931,622	17,363,065	4.0	0.7
Liquor Stores	15,413,899	15,386,815	15,444,899	-0.2	0.2
Miscellaneous Nondurables	68,295,220	66,810,581	56,570,672	20.7	2.2
Gasoline	35,695,952	62,099,681	114,468,111	-68.8	-42.5
Total Retail Trade	1,234,069,247	1,254,880,171	1,278,582,397	-3.5	-1.7
TULSA MSA					
Durable Goods	201,021,000	202,052,282	208,195,488	-3.4	-0.5
Lumber, Building Materials and Hardware	79,375,699	78,836,899	72,522,922	9.4	0.7
Auto Accessories and Repair	30,081,649	30,315,688	32,090,460	-6.3	-0.8
Furniture	23,031,821	23,104,933	22,714,842	1.4	-0.3
Computer, Electronics and Music Stores	29,179,395	29,610,167	33,869,303	-13.8	-1.5
Miscellaneous Durables	34,831,746	35,620,187	42,036,944	-17.1	-2.2
Used Merchandise	4,520,690	4,564,408	4,961,017	-8.9	-1.0
Nondurable Goods	610,285,804	647,111,268	713,355,304	-14.4	-5.7
General Merchandise	210,173,490	209,686,252	209,172,790	0.5	0.2
Food Stores	103,153,609	102,305,669	95,992,458	7.5	0.8
Apparel	27,334,730	28,318,760	35,635,414	-23.3	-3.5
Eating and Drinking Places	168,721,147	170,250,636	177,043,885	-4.7	-0.9
Drug Stores	11,682,338	11,966,706	14,581,956	-19.9	-2.4
Liquor Stores	11,978,190	11,916,206	11,656,187	2.8	0.5
Miscellaneous Nondurables	42,171,923	41,625,335	33,621,391	25.4	1.3
Gasoline	35,070,378	71,041,704	135,651,223	-74.1	-50.6
Total Retail Trade	811,306,804	849,163,550	921,550,793	-12.0	-4.5

This OU May Report of the OTC June distribution of sales tax collections by the Oklahoma Tax Commission primarily represents local tax receipts from April business. The monies they reported this period represent Sales from Apr 16th to 29th and Estimated Sales from May 1st to May 15th.

(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

	May 2020	Apr 2020	May 2019	Percentage Change	
				May '20 May '19	May '20 Apr '20
LAWTON MSA					
Durable Goods	17,516,998	17,587,533	18,501,473	-5.3	-0.4
Lumber, Building Materials and Hardware	7,057,141	7,058,487	7,045,462	0.2	0.0
Auto Accessories and Repair	4,055,030	4,016,806	3,660,427	10.8	1.0
Furniture	1,434,004	1,441,540	1,650,429	-13.1	-0.5
Computer, Electronics and Music Stores	1,812,726	1,845,997	2,273,095	-20.3	-1.8
Miscellaneous Durables	2,862,375	2,921,675	3,484,166	-17.8	-2.0
Used Merchandise	295,722	303,028	387,894	-23.8	-2.4
Nondurable Goods	62,454,363	65,334,305	71,368,834	-12.5	-4.4
General Merchandise	28,072,435	28,103,344	28,726,357	-2.3	-0.1
Food Stores	5,478,787	5,413,772	4,812,625	13.8	1.2
Apparel	2,885,452	2,972,049	3,619,955	-20.3	-2.9
Eating and Drinking Places	17,280,148	17,388,370	18,158,417	-4.8	-0.6
Drug Stores	844,761	839,613	808,235	4.5	0.6
Liquor Stores	1,033,020	1,039,954	1,119,997	-7.8	-0.7
Miscellaneous Nondurables	4,175,584	4,139,900	3,740,938	11.6	0.9
Gasoline	2,684,174	5,437,304	10,382,309	-74.1	-50.6
Total Retail Trade	79,971,360	82,921,839	89,870,307	-11.0	-3.6
ENID MICROSA					
Durable Goods	12,731,060	12,827,076	14,011,335	-9.1	-0.7
Lumber, Building Materials and Hardware	5,182,589	5,181,482	5,289,398	-2.0	0.0
Auto Accessories and Repair	3,259,883	3,300,581	3,886,481	-16.1	-1.2
Furniture	729,235	749,421	933,481	-21.9	-2.7
Computer, Electronics and Music Stores	1,276,859	1,278,869	1,363,484	-6.4	-0.2
Miscellaneous Durables	2,038,068	2,065,734	2,221,086	-8.2	-1.3
Used Merchandise	244,426	250,989	317,405	-23.0	-2.6
Nondurable Goods	51,126,463	52,186,568	47,084,301	8.6	-2.0
General Merchandise	13,966,226	14,031,373	14,994,157	-6.9	-0.5
Food Stores	7,005,148	6,979,337	6,881,373	1.8	0.4
Apparel	1,953,838	1,988,339	2,230,765	-12.4	-1.7
Eating and Drinking Places	21,335,433	20,127,855	10,347,139	106.2	6.0
Drug Stores	894,079	896,349	959,057	-6.8	-0.3
Liquor Stores	579,768	582,550	641,583	-9.6	-0.5
Miscellaneous Nondurables	3,210,230	3,161,234	2,591,312	23.9	1.5
Gasoline	2,181,742	4,419,532	8,438,914	-74.1	-50.6
Total Retail Trade	63,857,523	65,013,644	61,095,636	4.5	-1.8

This OU May Report of the OTC June distribution of sales tax collections by the Oklahoma Tax Commission primarily represents local tax receipts from April business. The monies they reported this period represent Sales from Apr 16th to 29th and Estimated Sales from May 1st to May 15th.

Visit <http://origins.ou.edu/> for detailed information on Adjusted Retail Trade data methodology

ADJUSTED RETAIL TRADE FOR SELECTED CITIES

	May 2020	Apr 2020	May 2019	Percentage Change	
				May '20 May '19	May '20 Apr '20
Ada	29,399,671	29,413,563	29,409,787	0.0	0.0
Altus	18,760,786	18,785,103	18,956,544	-1.0	-0.1
Alva	9,354,835	9,045,307	6,868,459	36.2	3.4
Anadarko	5,367,503	5,373,368	5,535,926	-3.0	-0.1
Ardmore	41,018,853	41,131,281	41,667,959	-1.6	-0.3
Bartlesville	40,607,728	40,597,317	40,353,513	0.6	0.0
Blackwell	5,369,436	5,380,324	5,726,708	-6.2	-0.2
Broken Arrow	92,211,577	92,110,972	90,989,913	1.3	0.1
Chickasha	19,979,184	20,138,508	21,775,820	-8.3	-0.8
Clinton	7,659,488	7,740,922	8,370,565	-8.5	-1.1
Cushing	9,953,481	9,952,642	10,151,282	-1.9	0.0
Del City	19,367,815	19,434,540	20,252,041	-4.4	-0.3
Duncan	23,384,131	23,467,536	24,160,966	-3.2	-0.4
Durant	28,041,109	27,985,829	27,031,931	3.7	0.2
Edmond	122,710,104	122,957,899	123,001,300	-0.2	-0.2
El Reno	14,549,688	14,725,751	17,297,066	-15.9	-1.2
Elk City	18,119,114	18,273,849	20,028,578	-9.5	-0.8
Enid	63,471,831	62,502,760	55,653,927	14.0	1.6
Guthrie	12,836,957	12,825,190	12,357,003	3.9	0.1
Guymon	13,638,917	13,686,566	14,303,123	-4.6	-0.3
Henryetta	6,299,016	6,284,211	6,282,670	0.3	0.2
Hobart	2,575,176	2,573,357	2,563,906	0.4	0.1
Holdenville	3,937,440	3,956,691	4,256,149	-7.5	-0.5
Hugo	6,880,374	6,932,794	7,209,290	-4.6	-0.8
Idabel	8,561,095	8,576,047	8,534,353	0.3	-0.2
Lawton	70,411,384	70,777,778	74,318,929	-5.3	-0.5
McAlester	28,149,176	28,415,127	31,633,775	-11.0	-0.9
Miami	13,531,801	13,477,358	12,904,881	4.9	0.4
Midwest City	60,426,129	60,563,462	61,334,080	-1.5	-0.2
Moore	64,112,840	64,100,573	64,546,071	-0.7	0.0
Muskogee	42,689,393	42,977,367	45,252,699	-5.7	-0.7
Norman	126,714,430	127,179,702	131,722,858	-3.8	-0.4
Oklahoma City	618,605,909	621,785,139	641,721,055	-3.6	-0.5
Okmulgee	12,035,274	12,052,591	11,991,002	0.4	-0.1
Pauls Valley	10,637,715	10,706,604	11,406,749	-6.7	-0.6
Pawhuska	3,377,361	3,471,477	4,061,782	-16.9	-2.7
Ponca City	27,701,769	27,584,664	26,649,072	4.0	0.4
Poteau	14,164,409	14,130,030	13,707,073	3.3	0.2
Sand Springs	25,619,751	25,607,677	25,539,745	0.3	0.0
Sapulpa	18,344,298	18,369,415	18,629,382	-1.5	-0.1
Seminole	10,254,030	10,227,666	10,015,059	2.4	0.3
Shawnee	43,600,444	43,853,055	45,416,117	-4.0	-0.6
Stillwater	59,970,919	60,270,241	61,163,514	-1.9	-0.5
Tahlequah	25,477,160	25,584,503	26,320,410	-3.2	-0.4
Tulsa	500,789,729	503,544,725	525,781,495	-4.8	-0.5
Watonga	2,340,681	2,387,948	3,068,257	-23.7	-2.0
Weatherford	16,267,500	16,385,857	17,917,231	-9.2	-0.7
Wewoka	1,488,655	1,494,776	1,564,834	-4.9	-0.4
Woodward	19,171,643	19,424,047	21,509,287	-10.9	-1.3
TOTAL	2,439,937,707	2,448,224,106	2,510,914,138	-2.83	-0.34

This OU May Report of the OTC June distribution of sales tax collections by the Oklahoma Tax Commission primarily represents local tax receipts from April business. The monies they reported this period represent Sales from Apr 16th to 29th and Estimated Sales from May 1st to May 15th.

Visit <http://origins.ou.edu/> for detailed information on Adjusted Retail Trade data methodology

CENTER FOR ECONOMIC AND MANAGEMENT RESEARCH



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

Disclaimer

While the University of Oklahoma strives to make the information on its website and publications as timely and accurate as possible, we make no claims, promises, or guarantees about the accuracy, completeness or adequacy of the contents, and expressly disclaim liability for errors and omissions in the contents. No warranty of any kind, implied, expressed, or statutory, including but not limited to the warranties of non-infringement of third party rights, title, merchantability, fitness for a particular purpose or freedom from computer virus, is given with respect to the contents of this website or its links to other Internet resources. Reference in this site to any specific commercial or non commercial product, process, or service, or the use of any trade, firm or corporation name is for the information and convenience of the public, and does not constitute endorsement, recommendation, or favoring by the University of Oklahoma.



EQUAL OPPORTUNITY STATEMENT

The University of Oklahoma, in compliance with all applicable federal and state laws and regulations, does not discriminate on the basis of race, color, national origin, sex, sexual orientation, genetic information, gender identity, gender expression, age, religion, disability, political beliefs, or status as a veteran in any of its policies, practices or procedures. This includes, but is not limited to: admissions, employment, financial aid and educational services. Inquiries regarding non-discrimination policies may be directed to: Bobby J. Mason, University Equal Opportunity Officer and Title IX Coordinator, (405) 325-3546, bjm@ou.edu, or visit www.ou.edu/eoo.

Front cover photo of oil well on the state capitol grounds, courtesy of Fred Marvel, Oklahoma Department of Tourism.