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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.

OU OBB Business Briefs

Major Economic Indicators

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

Survey of Current Business

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The Oklahoma Economist

[Federal Reserve Bank of Kansas City](#)

Oklahoma Labor Market and 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](#)

Inflation hits home, ups costs of Norman businesses *

[Norman Transcript](#)

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

December 2021 Survey of Current Business

[US Bureau of Economic Analysis](#)

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[Tulsa World](#)

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ADJUSTED RETAIL TRADE FOR METRO AREAS AND STATE

	Nov 2021	Oct 2021	Nov 2020	Percentage Change	
				Nov '21 Nov '20	Nov '21 Oct '21
OKLAHOMA					
Durable Goods	915,259,641	919,215,804	850,716,633	7.6	-0.4
Lumber, Building Materials and Hardware	388,925,455	384,636,223	329,434,356	18.1	1.1
Auto Accessories and Repair	181,160,525	188,340,807	187,646,712	-3.5	-3.8
Furniture	86,716,425	86,766,099	82,685,658	4.9	-0.1
Computer, Electronics and Music Stores	91,535,843	90,221,517	96,524,066	-5.2	1.5
Miscellaneous Durables	150,231,046	152,329,609	138,131,322	8.8	-1.4
Used Merchandise	16,690,348	16,921,549	16,294,519	2.4	-1.4
Nondurable Goods	2,575,440,730	2,480,131,470	2,621,828,564	-1.8	3.8
General Merchandise	888,568,835	893,201,759	861,278,807	3.2	-0.5
Food Stores	345,588,283	346,819,474	325,067,409	6.3	-0.4
Apparel	109,441,593	112,159,834	124,927,007	-12.4	-2.4
Eating and Drinking Places	656,741,893	652,359,559	685,179,175	-4.2	0.7
Drug Stores	44,893,061	45,435,230	43,616,431	2.9	-1.2
Liquor Stores	49,175,465	49,270,800	40,762,974	20.6	-0.2
Miscellaneous Nondurables	199,097,445	200,517,357	166,401,724	19.6	-0.7
Gasoline	281,934,155	180,367,458	374,595,036	-24.7	56.3
Total Retail Trade	3,490,700,371	3,399,347,274	3,472,545,197	0.5	2.7
Electronic Shopping	337,345,766	297,902,572	308,668,233	9.3	13.2
<i>Electronic Shopping (actual \$ collected at 5% of use tax)</i>	<i>16,867,288</i>	<i>14,895,129</i>	<i>15,433,412</i>	<i>9.3</i>	<i>13.2</i>
OKLAHOMA CITY MSA					
Durable Goods	450,931,327	444,376,889	344,334,858	31.0	1.5
Lumber, Building Materials and Hardware	180,389,074	177,490,982	143,072,795	26.1	1.6
Auto Accessories and Repair	75,969,481	75,227,067	64,690,379	17.4	1.0
Furniture	41,443,477	40,809,854	32,768,309	26.5	1.6
Computer, Electronics and Music Stores	42,209,766	41,722,924	33,758,756	25.0	1.2
Miscellaneous Durables	81,464,198	79,586,878	60,903,914	33.8	2.4
Used Merchandise (a)	29,455,331	29,539,183	9,140,706	222.2	-0.3
Nondurable Goods	1,001,388,878	1,018,732,537	896,523,406	11.7	-1.7
General Merchandise	316,788,000	314,244,755	292,257,625	8.4	0.8
Food Stores	101,902,012	102,014,802	100,530,383	1.4	-0.1
Apparel	74,286,735	72,359,461	56,046,339	32.5	2.7
Eating and Drinking Places	292,160,254	286,899,773	245,082,429	19.2	1.8
Drug Stores	17,749,087	17,805,476	17,789,108	-0.2	-0.3
Liquor Stores	19,404,308	19,299,172	18,234,301	6.4	0.5
Miscellaneous Nondurables	94,059,850	93,591,445	89,068,044	5.6	0.5
Gasoline	85,038,632	112,517,653	77,515,177	9.7	-24.4
Total Retail Trade	1,452,320,205	1,463,109,426	1,240,858,264	17.0	-0.7
TULSA MSA					
Durable Goods	261,634,642	259,032,827	226,693,055	15.4	1.0
Lumber, Building Materials and Hardware	96,319,707	95,987,934	88,574,888	8.7	0.3
Auto Accessories and Repair	38,137,884	37,747,769	33,623,702	13.4	1.0
Furniture	28,889,060	28,506,506	25,026,741	15.4	1.3
Computer, Electronics and Music Stores	37,627,108	37,206,705	30,621,531	22.9	1.1
Miscellaneous Durables	54,717,328	53,715,542	43,776,757	25.0	1.9
Used Merchandise	5,943,554	5,868,371	5,069,436	17.2	1.3
Nondurable Goods	826,671,408	791,943,385	662,787,472	24.7	4.4
General Merchandise	239,668,962	237,934,715	215,436,634	11.2	0.7
Food Stores	109,804,735	109,186,295	101,728,456	7.9	0.6
Apparel	44,932,194	43,542,470	30,158,231	49.0	3.2
Eating and Drinking Places	223,254,873	218,246,154	167,331,225	33.4	2.3
Drug Stores	13,503,200	13,328,685	12,079,187	11.8	1.3
Liquor Stores	12,878,936	13,013,442	13,933,079	-7.6	-1.0
Miscellaneous Nondurables	54,097,457	53,521,859	47,329,405	14.3	1.1
Gasoline	128,531,051	103,169,765	74,791,255	71.9	24.6
Total Retail Trade	1,088,306,050	1,050,976,212	889,480,528	22.4	3.6

This OU November Report of the OTC November distribution of sales tax collections by the Oklahoma Tax Commission primarily represents local tax receipts from October business. The monies they reported this period represent Sales from October 16th to October 30th and Estimated Sales from November 1st to November 15th.

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

	Nov 2021	Oct 2021	Nov 2020	Percentage Change	
				Nov '21 Nov '20	Nov '21 Oct '21
LAWTON MSA					
Durable Goods	24,651,040	24,422,149	21,408,983	15.1	0.9
Lumber, Building Materials and Hardware	9,860,418	9,815,104	9,061,483	8.8	0.5
Auto Accessories and Repair	4,822,731	4,761,647	4,035,794	19.5	1.3
Furniture	2,009,722	2,006,926	1,828,859	9.9	0.1
Computer, Electronics and Music Stores	2,285,241	2,282,119	2,123,495	7.6	0.1
Miscellaneous Durables	5,295,291	5,180,170	3,996,524	32.5	2.2
Used Merchandise	377,638	376,184	362,827	4.1	0.4
Nondurable Goods	86,079,856	83,283,374	70,290,960	22.5	3.4
General Merchandise	32,712,189	32,543,755	29,580,204	10.6	0.5
Food Stores	6,275,009	6,255,498	5,917,163	6.0	0.3
Apparel	4,817,936	4,696,510	3,277,704	47.0	2.6
Eating and Drinking Places	23,789,672	23,325,818	18,356,727	29.6	2.0
Drug Stores	1,051,005	1,040,989	965,059	8.9	1.0
Liquor Stores	1,336,043	1,334,364	1,231,600	8.5	0.1
Miscellaneous Nondurables	6,260,648	6,190,158	5,238,221	19.5	1.1
Gasoline	9,837,354	7,896,282	5,724,282	71.9	24.6
Total Retail Trade	110,730,896	107,705,523	91,699,943	20.8	2.8
ENID MICROSA					
Durable Goods	15,617,478	15,508,627	13,947,058	12.0	0.7
Lumber, Building Materials and Hardware	6,485,836	6,455,222	5,872,169	10.5	0.5
Auto Accessories and Repair	3,667,417	3,623,859	3,221,714	13.8	1.2
Furniture	968,320	961,684	840,116	15.3	0.7
Computer, Electronics and Music Stores	1,382,682	1,389,547	1,304,764	6.0	-0.5
Miscellaneous Durables	2,745,482	2,715,543	2,436,118	12.7	1.1
Used Merchandise	367,741	362,771	272,177	35.1	1.4
Nondurable Goods	49,164,196	47,614,770	43,803,743	12.2	3.3
General Merchandise	12,572,504	12,943,290	14,285,042	-12.0	-2.9
Food Stores	6,840,022	6,857,318	6,976,109	-2.0	-0.3
Apparel	3,134,543	3,068,393	2,314,287	35.4	2.2
Eating and Drinking Places	13,414,270	13,143,767	10,747,576	24.8	2.1
Drug Stores	1,056,885	1,042,960	953,057	10.9	1.3
Liquor Stores	608,371	614,914	689,949	-11.8	-1.1
Miscellaneous Nondurables	3,541,635	3,525,897	3,184,930	11.2	0.4
Gasoline	7,995,966	6,418,230	4,652,793	71.9	24.6
Total Retail Trade	64,781,674	63,123,396	57,750,801	12.2	2.6

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ADJUSTED RETAIL TRADE FOR SELECTED CITIES

	Nov 2021	Oct 2021	Nov 2020	Percentage Change	
				Nov '21 Nov '20	Nov '21 Oct '21
Ada	35,626,882	35,222,849	29,899,821	19.2	1.1
Altus	23,780,722	23,493,742	19,583,537	21.4	1.2
Alva	8,312,152	8,165,859	6,620,030	25.6	1.8
Anadarko	6,736,338	6,649,925	5,473,149	23.1	1.3
Ardmore	53,648,937	52,903,734	43,683,018	22.8	1.4
Bartlesville	49,684,570	48,965,614	39,904,328	24.5	1.5
Blackwell	6,927,746	6,826,063	5,147,513	34.6	1.5
Broken Arrow	114,061,278	112,574,160	95,869,976	19.0	1.3
Chickasha	24,918,665	24,626,238	20,327,783	22.6	1.2
Clinton	9,922,732	9,733,286	7,497,846	32.3	1.9
Cushing	11,043,051	10,985,316	9,702,814	13.8	0.5
Del City	22,183,089	21,999,644	18,982,789	16.9	0.8
Duncan	30,655,892	30,206,922	24,757,580	23.8	1.5
Durant	35,096,157	34,690,626	29,161,578	20.4	1.2
Edmond	143,752,725	142,570,491	127,170,040	13.0	0.8
El Reno	18,553,359	18,215,503	14,357,997	29.2	1.9
Elk City	22,652,737	22,339,071	18,539,670	22.2	1.4
Enid	60,962,975	60,613,476	54,443,496	12.0	0.6
Guthrie	15,916,460	15,717,122	13,042,448	22.0	1.3
Guymon	17,219,035	16,917,647	13,161,111	30.8	1.8
Henryetta	7,749,177	7,658,453	6,221,599	24.6	1.2
Hobart	3,049,586	3,025,478	2,509,607	21.5	0.8
Holdenville	4,905,867	4,872,433	4,212,173	16.5	0.7
Hugo	8,800,109	8,817,653	7,766,728	13.3	-0.2
Idabel	10,926,764	10,834,645	9,358,971	16.8	0.9
Lawton	94,468,143	93,045,636	75,628,770	24.9	1.5
McAlester	34,898,103	34,530,772	29,251,037	19.3	1.1
Miami	17,291,399	17,101,193	14,221,984	21.6	1.1
Midwest City	74,171,321	73,313,577	63,638,895	16.6	1.2
Moore	83,147,544	81,792,651	67,133,474	23.9	1.7
Muskogee	55,546,945	54,827,811	45,710,681	21.5	1.3
Norman	180,679,207	176,144,588	129,427,026	39.6	2.6
Oklahoma City	788,643,145	773,846,398	607,849,715	29.7	1.9
Okmulgee	17,085,869	16,873,756	12,929,257	32.1	1.3
Pauls Valley	13,960,743	13,748,381	10,777,116	29.5	1.5
Pawhuska	5,403,146	5,235,912	3,704,436	45.9	3.2
Ponca City	33,241,894	32,990,090	28,491,303	16.7	0.8
Poteau	17,841,923	17,686,051	15,368,989	16.1	0.9
Sand Springs	27,208,182	27,129,509	26,117,044	4.2	0.3
Sapulpa	22,906,125	22,654,632	19,177,272	19.4	1.1
Seminole	12,241,542	12,170,352	10,697,725	14.4	0.6
Shawnee	54,876,303	54,366,026	46,338,921	18.4	0.9
Stillwater	76,254,809	74,936,057	58,389,886	30.6	1.8
Tahlequah	35,147,980	34,603,703	27,808,272	26.4	1.6
Tulsa	630,899,410	619,984,735	498,576,641	26.5	1.8
Watonga	2,917,860	2,885,540	2,483,568	17.5	1.1
Weatherford	21,287,067	20,907,646	16,311,941	30.5	1.8
Wewoka	1,695,226	1,691,439	1,587,232	6.8	0.2
Woodward	23,849,033	23,549,990	19,659,185	21.3	1.3
TOTAL	3,072,749,925	3,024,642,394	2,458,675,970	24.98	1.59

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