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Center for Economic &  
Management Research



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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

	October 2020	September 2020	October 2019	Percentage Change	
				Oct '20 Oct '19	Oct '20 Sep '20
<b>OKLAHOMA</b>					
<b>Durable Goods</b>	<b>944,849,345</b>	<b>924,416,228</b>	<b>860,875,444</b>	9.8	2.2
Lumber, Building Materials and Hardware	405,928,371	395,672,523	330,485,726	22.8	2.6
Auto Accessories and Repair	200,728,138	196,491,049	190,420,853	5.4	2.2
Furniture	82,726,197	81,750,402	83,980,095	-1.5	1.2
Computer, Electronics and Music Stores	84,507,821	85,347,055	97,799,537	-13.6	-1.0
Miscellaneous Durables	154,381,448	148,910,076	141,365,025	9.2	3.7
Used Merchandise	16,577,371	16,245,123	16,824,208	-1.5	2.0
<b>Nondurable Goods</b>	<b>2,506,567,270</b>	<b>2,651,426,313</b>	<b>2,673,437,890</b>	-6.2	-5.5
General Merchandise	949,955,651	938,872,320	862,829,494	10.1	1.2
Food Stores	382,057,674	377,594,646	324,228,796	17.8	1.2
Apparel	86,210,057	86,599,733	130,091,517	-33.7	-0.4
Eating and Drinking Places	577,538,940	580,426,281	694,742,443	-16.9	-0.5
Drug Stores	49,255,283	48,151,981	44,108,091	11.7	2.3
Liquor Stores	57,727,069	55,607,848	40,033,580	44.2	3.8
Miscellaneous Nondurables	208,852,661	202,935,484	166,900,035	25.1	2.9
Gasoline	194,969,935	361,238,020	410,503,934	-52.5	-46.0
<b>Total Retail Trade</b>	<b>3,451,416,615</b>	<b>3,575,842,541</b>	<b>3,534,313,334</b>	-2.3	-3.5
<b>Electronic Shopping</b>	<b>257,461,172</b>	<b>280,545,983</b>	<b>168,878,468</b>	52.5	-8.2
<i>Electronic Shopping (actual \$ collected at 5% of use tax)</i>	<i>12,873,059</i>	<i>14,027,299</i>	<i>8,443,923</i>	<i>52.5</i>	<i>-8.2</i>
<b>OKLAHOMA CITY MSA</b>					
<b>Durable Goods</b>	<b>365,168,595</b>	<b>363,778,374</b>	<b>335,434,333</b>	8.9	0.4
Lumber, Building Materials and Hardware	148,187,626	146,476,209	127,548,045	16.2	1.2
Auto Accessories and Repair	69,289,931	68,908,762	67,713,802	2.3	0.6
Furniture	31,214,335	31,166,744	32,780,628	-4.8	0.2
Computer, Electronics and Music Stores	28,992,636	29,907,435	38,141,633	-24.0	-3.1
Miscellaneous Durables	61,164,420	60,598,540	59,652,355	2.5	0.9
Used Merchandise (b)	26,319,647	26,720,685	9,597,870	174.2	-1.5
<b>Nondurable Goods</b>	<b>820,645,877</b>	<b>850,191,950</b>	<b>945,067,224</b>	-13.2	-3.5
General Merchandise	287,351,565	287,684,101	294,701,654	-2.5	-0.1
Food Stores	106,262,851	105,534,618	101,062,334	5.1	0.7
Apparel	45,907,561	47,446,124	58,962,546	-22.1	-3.2
Eating and Drinking Places	213,526,162	221,732,973	285,834,068	-25.3	-3.7
Drug Stores	16,803,133	16,872,226	17,651,269	-4.8	-0.4
Liquor Stores	17,193,214	16,969,808	15,214,607	13.0	1.3
Miscellaneous Nondurables	84,656,586	82,227,379	63,657,382	33.0	3.0
Gasoline	48,944,805	71,724,721	107,983,363	-54.7	-31.8
<b>Total Retail Trade</b>	<b>1,185,814,471</b>	<b>1,213,970,324</b>	<b>1,280,501,556</b>	-7.4	-2.3
<b>TULSA MSA</b>					
<b>Durable Goods</b>	<b>226,834,477</b>	<b>224,344,941</b>	<b>211,595,717</b>	7.2	1.1
Lumber, Building Materials and Hardware	94,896,483	92,946,958	75,433,261	25.8	2.1
Auto Accessories and Repair	34,959,206	34,521,966	32,125,885	8.8	1.3
Furniture	21,801,757	21,936,845	24,006,079	-9.2	-0.6
Computer, Electronics and Music Stores	27,895,584	28,216,646	32,455,196	-14.0	-1.1
Miscellaneous Durables	42,792,282	42,221,829	42,701,651	0.2	1.4
Used Merchandise	4,489,165	4,500,698	4,873,646	-7.9	-0.3
<b>Nondurable Goods</b>	<b>629,204,242</b>	<b>673,174,827</b>	<b>697,519,669</b>	-9.8	-6.5
General Merchandise	228,777,445	226,594,147	209,282,112	9.3	1.0
Food Stores	113,961,020	112,417,648	94,911,418	20.1	1.4
Apparel	21,171,630	22,176,163	36,442,371	-41.9	-4.5
Eating and Drinking Places	137,069,562	141,021,167	184,282,001	-25.6	-2.8
Drug Stores	12,416,157	12,450,947	13,535,819	-8.3	-0.3
Liquor Stores	15,459,245	15,064,602	11,311,355	36.7	2.6
Miscellaneous Nondurables	48,627,724	47,621,235	38,856,457	25.1	2.1
Gasoline	51,721,460	95,828,917	108,898,137	-52.5	-46.0
<b>Total Retail Trade</b>	<b>856,038,719</b>	<b>897,519,768</b>	<b>909,115,387</b>	-5.8	-4.6

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

(a) Electronic Shopping = NAICS 454110 (USE TAX at 5%) > (b) 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

	October 2020	September 2020	October 2019	Percentage Change	
				Oct '20 Oct '19	Oct '20 Sep '20
<b>LAWTON MSA</b>					
<b>Durable Goods</b>	<b>23,564,563</b>	<b>22,935,020</b>	<b>18,049,162</b>	30.6	2.7
Lumber, Building Materials and Hardware	10,813,485	10,409,496	7,054,410	53.3	3.9
Auto Accessories and Repair	4,355,947	4,305,109	3,835,386	13.6	1.2
Furniture	1,817,708	1,778,971	1,479,477	22.9	2.2
Computer, Electronics and Music Stores	2,189,360	2,159,888	1,896,627	15.4	1.4
Miscellaneous Durables	4,037,236	3,934,290	3,445,467	17.2	2.6
Used Merchandise	350,827	347,267	337,795	3.9	1.0
<b>Nondurable Goods</b>	<b>70,733,891</b>	<b>73,385,716</b>	<b>69,314,462</b>	2.0	-3.6
General Merchandise	32,223,700	31,787,135	28,429,839	13.3	1.4
Food Stores	7,140,501	6,937,998	4,933,294	44.7	2.9
Apparel	2,386,557	2,469,780	3,700,382	-35.5	-3.4
Eating and Drinking Places	16,547,762	16,661,047	18,049,140	-8.3	-0.7
Drug Stores	1,201,105	1,160,208	801,617	49.8	3.5
Liquor Stores	1,637,064	1,574,316	1,042,479	57.0	4.0
Miscellaneous Nondurables	5,638,607	5,460,793	4,022,997	40.2	3.3
Gasoline	3,958,594	7,334,438	8,334,714	-52.5	-46.0
<b>Total Retail Trade</b>	<b>94,298,454</b>	<b>96,320,736</b>	<b>87,363,623</b>	7.9	-2.1
<b>ENID MICROSA</b>					
<b>Durable Goods</b>	<b>15,710,724</b>	<b>15,428,589</b>	<b>13,216,074</b>	18.9	1.8
Lumber, Building Materials and Hardware	6,661,370	6,502,033	5,111,678	30.3	2.5
Auto Accessories and Repair	3,285,616	3,300,591	3,560,388	-7.7	-0.5
Furniture	793,817	795,508	891,015	-10.9	-0.2
Computer, Electronics and Music Stores	1,288,577	1,285,875	1,218,643	5.7	0.2
Miscellaneous Durables	3,370,160	3,238,362	2,146,408	57.0	4.1
Used Merchandise	311,183	306,221	287,943	8.1	1.6
<b>Nondurable Goods</b>	<b>43,883,398</b>	<b>46,900,510</b>	<b>45,546,767</b>	-3.7	-6.4
General Merchandise	15,517,795	15,381,110	14,524,860	6.8	0.9
Food Stores	8,092,357	7,966,994	6,763,061	19.7	1.6
Apparel	1,939,753	1,950,022	2,328,254	-16.7	-0.5
Eating and Drinking Places	9,894,800	10,498,259	10,845,481	-8.8	-5.7
Drug Stores	1,049,263	1,032,558	905,538	15.9	1.6
Liquor Stores	848,577	821,139	564,897	50.2	3.3
Miscellaneous Nondurables	3,323,240	3,288,875	2,840,083	17.0	1.0
Gasoline	3,217,612	5,961,554	6,774,595	-52.5	-46.0
<b>Total Retail Trade</b>	<b>59,594,122</b>	<b>62,329,099</b>	<b>58,762,841</b>	1.4	-4.4

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**ADJUSTED RETAIL TRADE FOR SELECTED CITIES**

	October 2020	September 2020	October 2019	Percentage Change	
				Oct '20 Oct '19	Oct '20 Sep '20
Ada	30,042,241	29,975,115	30,054,328	0.0	0.2
Altus	20,041,563	19,922,709	19,330,714	3.7	0.6
Alva	6,608,475	6,742,514	6,565,916	0.6	-2.0
Anadarko	5,871,666	5,822,741	5,473,643	7.3	0.8
Ardmore	43,054,952	42,878,306	42,015,617	2.5	0.4
Bartlesville	39,006,699	39,162,717	40,174,826	-2.9	-0.4
Blackwell	4,998,946	5,044,689	5,255,999	-4.9	-0.9
Broken Arrow	93,512,468	93,290,361	92,497,524	1.1	0.2
Chickasha	20,126,084	20,184,649	21,528,112	-6.5	-0.3
Clinton	7,121,981	7,217,918	8,713,781	-18.3	-1.3
Cushing	10,237,649	10,211,554	10,193,265	0.4	0.3
Del City	19,568,327	19,584,238	20,180,448	-3.0	-0.1
Duncan	24,697,994	24,591,081	24,530,592	0.7	0.4
Durant	29,680,801	29,480,798	27,823,215	6.7	0.7
Edmond	126,138,121	125,848,674	126,333,063	-0.2	0.2
El Reno	12,775,600	13,049,004	15,714,154	-18.7	-2.1
Elk City	18,832,082	18,828,046	19,308,783	-2.5	0.0
Enid	56,559,889	56,775,126	54,706,068	3.4	-0.4
Guthrie	12,439,023	12,472,536	12,812,945	-2.9	-0.3
Guymon	12,063,142	12,256,055	14,121,970	-14.6	-1.6
Henryetta	6,026,891	6,050,085	6,257,886	-3.7	-0.4
Hobart	2,578,499	2,578,281	2,609,076	-1.2	0.0
Holdenville	4,466,421	4,422,763	4,138,004	7.9	1.0
Hugo	8,293,771	8,165,226	7,397,083	12.1	1.6
Idabel	10,313,002	10,134,418	8,899,292	15.9	1.8
Lawton	77,001,985	76,427,555	73,496,853	4.8	0.8
McAlester	28,992,535	29,025,200	29,999,182	-3.4	-0.1
Miami	14,408,299	14,296,031	13,337,012	8.0	0.8
Midwest City	66,843,844	66,179,995	62,035,324	7.8	1.0
Moore	67,184,047	66,835,357	64,963,079	3.4	0.5
Muskogee	46,075,399	45,832,505	45,263,375	1.8	0.5
Norman	120,721,852	121,482,990	131,755,042	-8.4	-0.6
Oklahoma City	565,041,084	571,818,100	651,505,112	-13.3	-1.2
Okmulgee	12,944,596	12,858,882	12,573,702	2.9	0.7
Pauls Valley	10,246,008	10,314,134	11,143,403	-8.1	-0.7
Pawhuska	3,167,768	3,225,055	4,172,676	-24.1	-1.8
Ponca City	29,609,254	29,353,023	26,613,321	11.3	0.9
Poteau	15,904,056	15,702,197	13,999,306	13.6	1.3
Sand Springs	26,859,905	26,725,132	26,422,975	1.7	0.5
Sapulpa	19,214,378	19,135,049	18,593,463	3.3	0.4
Seminole	11,065,116	10,968,545	10,067,357	9.9	0.9
Shawnee	46,851,276	46,595,720	47,242,334	-0.8	0.5
Stillwater	54,477,169	55,159,217	62,616,781	-13.0	-1.2
Tahlequah	28,527,238	28,240,042	27,153,295	5.1	1.0
Tulsa	462,124,404	467,213,989	527,947,602	-12.5	-1.1
Watonga	2,509,108	2,512,650	2,639,400	-4.9	-0.1
Weatherford	16,532,760	16,554,721	17,255,380	-4.2	-0.1
Wewoka	1,568,542	1,560,838	1,498,089	4.7	0.5
Woodward	20,329,621	20,306,027	20,800,105	-2.3	0.1
<b>TOTAL</b>	<b>2,373,256,536</b>	<b>2,383,012,559</b>	<b>2,529,730,473</b>	<b>-6.19</b>	<b>-0.41</b>

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