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

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ADJUSTED RETAIL TRADE FOR METRO AREAS AND STATE

	Oct 2021	Sep 2021	Oct 2020	Percentage Change	
				Oct '21 Oct '20	Oct '21 Sep '21
OKLAHOMA					
Durable Goods	919,215,804	930,872,057	854,610,837	7.6	-1.3
Lumber, Building Materials and Hardware	384,636,223	381,180,226	330,424,385	16.4	0.9
Auto Accessories and Repair	188,340,807	199,909,085	189,259,106	-0.5	-5.8
Furniture	86,766,099	86,720,788	82,510,766	5.2	0.1
Computer, Electronics and Music Stores	90,221,517	91,287,960	96,554,980	-6.6	-1.2
Miscellaneous Durables	152,329,609	154,657,814	139,402,827	9.3	-1.5
Used Merchandise	16,921,549	17,116,183	16,458,772	2.8	-1.1
Nondurable Goods	2,480,131,470	2,698,166,072	2,634,381,888	-5.9	-8.1
General Merchandise	893,201,759	883,728,496	862,229,947	3.6	1.1
Food Stores	346,819,474	348,769,650	326,544,071	6.2	-0.6
Apparel	112,159,834	113,757,197	124,722,179	-10.1	-1.4
Eating and Drinking Places	652,359,559	654,879,597	686,451,610	-5.0	-0.4
Drug Stores	45,435,230	46,593,445	43,960,847	3.4	-2.5
Liquor Stores	49,270,800	49,326,159	40,008,810	23.1	-0.1
Miscellaneous Nondurables	200,517,357	202,135,784	164,976,840	21.5	-0.8
Gasoline	180,367,458	398,975,744	385,487,585	-53.2	-54.8
Total Retail Trade	3,399,347,274	3,629,038,128	3,488,992,725	-2.6	-6.3
Electronic Shopping	297,902,572	325,114,803	257,461,172	15.7	-8.4
<i>Electronic Shopping (actual \$ collected at 5% of use tax,</i>	<i>14,895,129</i>	<i>16,255,740</i>	<i>12,873,059</i>	<i>15.7</i>	<i>-8.4</i>
OKLAHOMA CITY MSA					
Durable Goods	457,063,608	448,321,642	343,202,168	33.2	1.9
Lumber, Building Materials and Hardware	179,312,490	176,129,001	142,384,608	25.9	1.8
Auto Accessories and Repair	75,833,656	74,961,552	66,492,579	14.0	1.2
Furniture	43,665,527	42,650,589	32,823,653	33.0	2.4
Computer, Electronics and Music Stores	43,700,202	42,906,907	32,174,514	35.8	1.8
Miscellaneous Durables	82,809,023	80,573,652	62,107,215	33.3	2.8
Used Merchandise (a)	31,742,709	31,099,940	7,219,599	339.7	2.1
Nondurable Goods	969,066,165	994,483,167	902,520,147	7.4	-2.6
General Merchandise	309,622,601	307,920,867	295,210,499	4.9	0.6
Food Stores	103,589,388	103,549,937	100,894,562	2.7	0.0
Apparel	67,562,754	66,320,716	57,526,526	17.4	1.9
Eating and Drinking Places	277,688,206	273,707,926	244,957,070	13.4	1.5
Drug Stores	16,709,852	16,928,302	18,027,158	-7.3	-1.3
Liquor Stores	19,541,315	19,414,602	18,224,724	7.2	0.7
Miscellaneous Nondurables	91,933,030	91,663,486	90,995,404	1.0	0.3
Gasoline	82,419,018	114,977,333	76,684,205	7.5	-28.3
Total Retail Trade	1,426,129,774	1,442,804,809	1,245,722,315	14.5	-1.2
TULSA MSA					
Durable Goods	264,621,958	261,236,961	225,932,784	17.1	1.3
Lumber, Building Materials and Hardware	97,484,023	96,879,703	87,718,426	11.1	0.6
Auto Accessories and Repair	37,857,345	37,457,333	33,739,919	12.2	1.1
Furniture	29,349,933	28,878,504	24,558,528	19.5	1.6
Computer, Electronics and Music Stores	38,728,936	38,073,691	30,299,924	27.8	1.7
Miscellaneous Durables	55,246,979	54,078,328	44,457,693	24.3	2.2
Used Merchandise	5,954,742	5,869,401	5,158,293	15.4	1.5
Nondurable Goods	796,479,544	817,780,374	638,889,691	24.7	-2.6
General Merchandise	239,164,305	237,198,600	217,008,390	10.2	0.8
Food Stores	107,432,167	107,018,107	102,406,472	4.9	0.4
Apparel	45,388,486	43,811,254	31,017,155	46.3	3.6
Eating and Drinking Places	220,446,379	215,257,654	166,601,551	32.3	2.4
Drug Stores	13,178,924	13,038,360	12,178,892	8.2	1.1
Liquor Stores	13,143,955	13,249,422	13,709,991	-4.1	-0.8
Miscellaneous Nondurables	54,555,562	53,853,914	48,119,514	13.4	1.3
Gasoline	103,169,765	134,353,063	47,847,727	115.6	-23.2
Total Retail Trade	1,061,101,502	1,079,017,336	864,822,474	22.7	-1.7

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 September 30th and Estimated Sales from October 1st to October 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

	Oct 2021	Sep 2021	Oct 2020	Percentage Change	
				Oct '21 Oct '20	Oct '21 Sep '21
LAWTON MSA					
Durable Goods	24,974,876	24,665,636	21,476,685	16.3	1.3
Lumber, Building Materials and Hardware	9,922,757	9,858,187	9,068,002	9.4	0.7
Auto Accessories and Repair	4,771,853	4,708,268	4,141,871	15.2	1.4
Furniture	2,186,877	2,158,239	1,817,561	20.3	1.3
Computer, Electronics and Music Stores	2,334,936	2,322,388	2,076,557	12.4	0.5
Miscellaneous Durables	5,378,002	5,240,031	4,006,702	34.2	2.6
Used Merchandise	380,451	378,523	365,991	4.0	0.5
Nondurable Goods	84,994,424	86,279,736	68,431,766	24.2	-1.5
General Merchandise	33,265,005	32,981,170	29,834,346	11.5	0.9
Food Stores	6,240,202	6,219,791	5,916,316	5.5	0.3
Apparel	4,984,129	4,824,862	3,336,685	49.4	3.3
Eating and Drinking Places	23,881,215	23,350,967	18,272,931	30.7	2.3
Drug Stores	1,022,493	1,015,568	977,892	4.6	0.7
Liquor Stores	1,341,387	1,336,914	1,230,088	9.0	0.3
Miscellaneous Nondurables	6,363,709	6,267,512	5,201,397	22.3	1.5
Gasoline	7,896,282	10,282,952	3,662,111	115.6	-23.2
Total Retail Trade	109,969,300	110,945,372	89,908,450	22.3	-0.9
ENID MICROSA					
Durable Goods	15,883,745	15,719,727	14,271,092	11.3	1.0
Lumber, Building Materials and Hardware	6,629,647	6,571,633	6,094,548	8.8	0.9
Auto Accessories and Repair	3,620,049	3,578,717	3,267,684	10.8	1.2
Furniture	1,014,211	999,904	824,742	23.0	1.4
Computer, Electronics and Music Stores	1,457,895	1,452,573	1,291,581	12.9	0.4
Miscellaneous Durables	2,780,536	2,743,607	2,517,456	10.5	1.3
Used Merchandise	381,408	373,292	275,081	38.7	2.2
Nondurable Goods	48,105,557	49,958,875	42,713,091	12.6	-3.7
General Merchandise	12,728,323	13,063,777	14,582,691	-12.7	-2.6
Food Stores	6,859,474	6,874,876	7,065,815	-2.9	-0.2
Apparel	3,204,537	3,120,768	2,363,475	35.6	2.7
Eating and Drinking Places	13,522,571	13,217,885	10,823,130	24.9	2.3
Drug Stores	1,029,336	1,018,552	980,566	5.0	1.1
Liquor Stores	617,499	623,789	696,490	-11.3	-1.0
Miscellaneous Nondurables	3,725,587	3,681,073	3,224,299	15.5	1.2
Gasoline	6,418,230	8,358,155	2,976,625	115.6	-23.2
Total Retail Trade	63,989,302	65,678,601	56,984,184	12.3	-2.6

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ADJUSTED RETAIL TRADE FOR SELECTED CITIES

	Oct 2021	Sep 2021	Oct 2020	Percentage Change	
				Oct '21 Oct '20	Oct '21 Sep '21
Ada	35,729,904	35,242,520	29,854,733	19.7	1.4
Altus	23,714,940	23,383,187	19,541,897	21.4	1.4
Alva	8,362,793	8,193,324	6,578,035	27.1	2.1
Anadarko	6,787,821	6,679,030	5,375,253	26.3	1.6
Ardmore	53,881,816	52,991,092	43,261,332	24.5	1.7
Bartlesville	50,061,287	49,179,173	39,906,070	25.4	1.8
Blackwell	7,129,912	6,977,520	5,063,601	40.8	2.2
Broken Arrow	113,034,477	111,481,959	95,962,809	17.8	1.4
Chickasha	25,353,603	24,945,669	20,196,205	25.5	1.6
Clinton	10,001,193	9,774,815	7,533,366	32.8	2.3
Cushing	11,243,473	11,138,755	9,637,770	16.7	0.9
Del City	22,422,179	22,163,214	18,982,386	18.1	1.2
Duncan	30,698,044	30,176,079	24,919,933	23.2	1.7
Durant	35,507,774	34,975,823	29,481,176	20.4	1.5
Edmond	144,623,815	143,130,464	127,254,213	13.6	1.0
El Reno	18,395,419	18,031,867	14,107,537	30.4	2.0
Elk City	22,735,501	22,364,348	18,728,345	21.4	1.7
Enid	61,602,269	61,076,319	55,375,556	11.2	0.9
Guthrie	15,908,842	15,674,585	13,036,198	22.0	1.5
Guymon	17,163,861	16,821,668	13,016,354	31.9	2.0
Henryetta	7,859,889	7,734,011	6,119,576	28.4	1.6
Hobart	3,122,542	3,080,603	2,482,978	25.8	1.4
Holdenville	4,984,505	4,930,414	4,170,007	19.5	1.1
Hugo	9,119,724	9,071,239	7,753,557	17.6	0.5
Idabel	11,042,010	10,913,462	9,400,030	17.5	1.2
Lawton	95,622,029	93,837,262	75,959,827	25.9	1.9
McAlester	35,361,428	34,862,104	29,501,168	19.9	1.4
Miami	17,482,107	17,226,401	14,114,858	23.9	1.5
Midwest City	74,671,250	73,654,957	64,369,409	16.0	1.4
Moore	81,556,469	80,236,658	67,747,178	20.4	1.6
Muskogee	56,220,363	55,299,735	46,248,266	21.6	1.7
Norman	178,337,167	173,600,368	129,355,144	37.9	2.7
Oklahoma City	791,517,601	774,438,489	611,958,161	29.3	2.2
Okmulgee	16,798,106	16,558,830	12,715,285	32.1	1.4
Pauls Valley	14,090,074	13,820,562	10,682,508	31.9	2.0
Pawhuska	5,263,352	5,099,691	3,770,438	39.6	3.2
Ponca City	33,867,728	33,466,925	28,090,970	20.6	1.2
Poteau	17,931,364	17,731,135	15,324,942	17.0	1.1
Sand Springs	26,876,726	26,817,907	26,106,849	2.9	0.2
Sapulpa	23,043,387	22,727,141	19,122,386	20.5	1.4
Seminole	12,389,841	12,275,544	10,689,343	15.9	0.9
Shawnee	56,250,904	55,450,152	46,765,914	20.3	1.4
Stillwater	76,597,775	75,024,947	58,475,550	31.0	2.1
Tahlequah	35,402,100	34,739,651	27,557,303	28.5	1.9
Tulsa	631,266,538	618,911,032	501,166,653	26.0	2.0
Watonga	2,915,951	2,878,774	2,428,727	20.1	1.3
Weatherford	21,232,295	20,802,700	16,331,860	30.0	2.1
Wewoka	1,740,067	1,728,780	1,583,328	9.9	0.7
Woodward	23,962,804	23,598,492	19,762,837	21.3	1.5
TOTAL	3,080,885,022	3,024,919,373	2,467,567,824	24.86	1.85

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