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Center for Economic &
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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

	September 2020	August 2020	September 2019	Percentage Change Sep '20 Sep '19	Percentage Change Sep '20 Aug '20
OKLAHOMA					
Durable Goods	905,585,830	891,683,175	861,638,356	5.1	1.6
Lumber, Building Materials and Hardware	398,872,752	387,996,207	330,633,627	20.6	2.8
Auto Accessories and Repair	190,634,046	188,355,991	191,269,900	-0.3	1.2
Furniture	78,081,636	78,260,783	83,777,906	-6.8	-0.2
Computer, Electronics and Music Stores	81,760,556	83,756,782	98,006,458	-16.6	-2.4
Miscellaneous Durables	141,205,100	138,305,697	140,901,994	0.2	2.1
Used Merchandise	15,031,740	15,007,715	17,048,472	-11.8	0.2
Nondurable Goods	2,618,959,773	2,515,095,825	2,566,132,619	2.1	4.1
General Merchandise	956,465,886	940,723,973	864,700,955	10.6	1.7
Food Stores	388,612,847	380,634,002	324,605,606	19.7	2.1
Apparel	69,727,094	75,351,470	129,821,359	-46.3	-7.5
Eating and Drinking Places	539,915,374	555,013,659	696,898,511	-22.5	-2.7
Drug Stores	47,480,447	46,558,182	44,435,768	6.9	2.0
Liquor Stores	56,912,773	54,483,736	40,471,788	40.6	4.5
Miscellaneous Nondurables	198,607,331	193,939,738	165,062,650	20.3	2.4
Gasoline	361,238,020	268,391,065	300,135,981	20.4	34.6
Total Retail Trade	3,524,545,604	3,406,779,000	3,427,770,975	2.8	3.5
OKLAHOMA CITY MSA					
Durable Goods	357,118,397	356,492,532	332,954,027	7.3	0.2
Lumber, Building Materials and Hardware	148,274,055	146,335,576	127,566,262	16.2	1.3
Auto Accessories and Repair	66,587,895	66,564,968	68,669,470	-3.0	0.0
Furniture	29,082,410	29,343,937	32,713,190	-11.1	-0.9
Computer, Electronics and Music Stores	29,258,914	30,213,219	37,153,717	-21.2	-3.2
Miscellaneous Durables	55,903,061	56,044,081	59,430,281	-5.9	-0.3
Used Merchandise (a)	28,012,062	27,990,750	7,421,108	277.5	0.1
Nondurable Goods	854,529,606	871,776,814	941,300,702	-9.2	-2.0
General Merchandise	280,606,754	281,862,769	295,786,155	-5.1	-0.4
Food Stores	101,125,047	101,014,302	101,510,032	-0.4	0.1
Apparel	55,057,507	55,500,676	58,759,704	-6.3	-0.8
Eating and Drinking Places	242,640,009	247,608,466	287,523,642	-15.6	-2.0
Drug Stores	16,776,178	16,852,068	17,576,401	-4.6	-0.5
Liquor Stores	15,877,076	15,812,367	15,371,906	3.3	0.4
Miscellaneous Nondurables	82,834,137	80,384,707	61,409,061	34.9	3.0
Gasoline	59,612,898	72,741,459	103,363,801	-42.3	-18.0
Total Retail Trade	1,211,648,003	1,228,269,345	1,274,254,729	-4.9	-1.4
TULSA MSA					
Durable Goods	216,092,479	214,967,130	211,836,356	2.0	0.5
Lumber, Building Materials and Hardware	93,275,437	91,374,195	75,794,248	23.1	2.1
Auto Accessories and Repair	33,459,003	33,209,487	32,288,151	3.6	0.8
Furniture	20,538,615	20,861,737	24,270,907	-15.4	-1.5
Computer, Electronics and Music Stores	26,609,529	27,147,546	31,954,301	-16.7	-2.0
Miscellaneous Durables	38,093,662	38,192,749	42,602,081	-10.6	-0.3
Used Merchandise	4,116,233	4,181,417	4,926,668	-16.4	-1.6
Nondurable Goods	660,154,616	637,305,391	669,348,772	-1.4	3.6
General Merchandise	228,839,586	226,527,977	208,727,683	9.6	1.0
Food Stores	115,736,674	113,766,398	96,241,543	20.3	1.7
Apparel	16,594,659	18,369,979	36,636,265	-54.7	-9.7
Eating and Drinking Places	130,134,552	135,442,284	184,210,589	-29.4	-3.9
Drug Stores	12,205,568	12,286,989	14,026,683	-13.0	-0.7
Liquor Stores	15,296,439	14,886,175	11,416,936	34.0	2.8
Miscellaneous Nondurables	45,518,222	44,827,033	38,469,253	18.3	1.5
Gasoline	95,828,917	71,198,555	79,619,820	20.4	34.6
Total Retail Trade	876,247,096	852,272,521	881,185,127	-0.6	2.8

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

	September 2020	August 2020	September 2019	Percentage Change	
				Sep '20 Sep '19	Sep '20 Aug '20
LAWTON MSA					
Durable Goods	22,393,842	21,878,290	18,222,620	22.9	2.4
Lumber, Building Materials and Hardware	10,370,041	9,995,729	7,155,424	44.9	3.7
Auto Accessories and Repair	4,276,733	4,231,476	3,779,458	13.2	1.1
Furniture	1,683,106	1,659,230	1,462,865	15.1	1.4
Computer, Electronics and Music Stores	2,089,946	2,070,602	1,993,473	4.8	0.9
Miscellaneous Durables	3,658,452	3,604,613	3,481,165	5.1	1.5
Used Merchandise	315,564	316,641	350,235	-9.9	-0.3
Nondurable Goods	72,028,846	69,655,050	67,155,837	7.3	3.4
General Merchandise	31,691,405	31,299,645	28,540,989	11.0	1.3
Food Stores	7,246,056	7,010,110	4,916,732	47.4	3.4
Apparel	1,937,953	2,094,817	3,693,543	-47.5	-7.5
Eating and Drinking Places	15,750,594	15,980,912	18,002,726	-12.5	-1.4
Drug Stores	1,153,380	1,115,411	807,196	42.9	3.4
Liquor Stores	1,586,692	1,525,996	1,100,326	44.2	4.0
Miscellaneous Nondurables	5,328,329	5,178,849	4,000,479	33.2	2.9
Gasoline	7,334,438	5,449,309	6,093,845	20.4	34.6
Total Retail Trade	94,422,688	91,533,340	85,378,457	10.6	3.2
ENID MICROSA					
Durable Goods	15,551,536	15,274,282	13,658,762	13.9	1.8
Lumber, Building Materials and Hardware	6,617,694	6,452,135	5,239,585	26.3	2.6
Auto Accessories and Repair	3,317,175	3,332,237	3,618,633	-8.3	-0.5
Furniture	726,806	738,833	885,972	-18.0	-1.6
Computer, Electronics and Music Stores	1,258,341	1,258,228	1,279,076	-1.6	0.0
Miscellaneous Durables	3,336,523	3,200,587	2,327,241	43.4	4.2
Used Merchandise	294,996	292,262	308,255	-4.3	0.9
Nondurable Goods	48,741,244	47,134,521	43,736,407	11.4	3.4
General Merchandise	15,523,179	15,383,445	14,701,099	5.6	0.9
Food Stores	8,146,717	8,002,868	6,749,340	20.7	1.8
Apparel	1,593,364	1,654,244	2,311,785	-31.1	-3.7
Eating and Drinking Places	12,424,967	12,644,614	10,759,874	15.5	-1.7
Drug Stores	1,006,172	994,054	916,660	9.8	1.2
Liquor Stores	841,940	812,937	594,742	41.6	3.6
Miscellaneous Nondurables	3,243,352	3,213,068	2,749,726	18.0	0.9
Gasoline	5,961,554	4,429,289	4,953,179	20.4	34.6
Total Retail Trade	64,292,780	62,408,803	57,395,170	12.0	3.0

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ADJUSTED RETAIL TRADE FOR SELECTED CITIES

	September 2020	August 2020	September 2019	Percentage Change	
				Sep '20 Sep '19	Sep '20 Aug '20
Ada	29,356,989	29,385,711	29,817,498	-1.5	-0.1
Altus	19,632,217	19,565,934	18,954,846	3.6	0.3
Alva	7,334,192	7,356,747	6,577,613	11.5	-0.3
Anadarko	5,857,789	5,808,780	5,442,822	7.6	0.8
Ardmore	41,924,346	41,891,500	42,136,619	-0.5	0.1
Bartlesville	38,588,733	38,800,497	40,285,996	-4.2	-0.5
Blackwell	5,025,240	5,066,781	5,265,014	-4.6	-0.8
Broken Arrow	90,855,342	90,975,120	92,139,035	-1.4	-0.1
Chickasha	19,831,388	19,950,001	21,460,353	-7.6	-0.6
Clinton	6,889,655	7,036,638	8,496,560	-18.9	-2.1
Cushing	10,252,645	10,227,522	10,030,973	2.2	0.2
Del City	19,455,101	19,496,727	20,001,295	-2.7	-0.2
Duncan	23,896,754	23,901,986	24,277,527	-1.6	0.0
Durant	28,991,293	28,864,806	27,587,607	5.1	0.4
Edmond	123,262,859	123,380,009	126,170,590	-2.3	-0.1
El Reno	12,881,791	13,168,318	15,721,785	-18.1	-2.2
Elk City	18,439,003	18,495,532	19,302,825	-4.5	-0.3
Enid	58,387,711	58,300,542	55,047,174	6.1	0.1
Guthrie	12,076,350	12,158,744	12,719,896	-5.1	-0.7
Guymon	11,912,906	12,142,891	13,955,520	-14.6	-1.9
Henryetta	5,999,761	6,028,171	6,168,526	-2.7	-0.5
Hobart	2,560,677	2,563,414	2,579,966	-0.7	-0.1
Holdenville	4,421,896	4,382,789	4,072,899	8.6	0.9
Hugo	7,974,914	7,884,836	7,406,191	7.7	1.1
Idabel	9,986,171	9,842,693	8,853,426	12.8	1.5
Lawton	74,149,714	73,937,014	73,548,166	0.8	0.3
McAlester	28,331,382	28,464,744	30,061,399	-5.8	-0.5
Miami	14,173,384	14,082,717	13,150,136	7.8	0.6
Midwest City	63,548,541	63,284,606	62,000,838	2.5	0.4
Moore	65,120,527	65,030,811	64,249,269	1.4	0.1
Muskogee	44,139,955	44,156,418	45,374,204	-2.7	0.0
Norman	116,754,871	118,150,195	131,101,849	-10.9	-1.2
Oklahoma City	544,722,454	555,003,240	648,425,218	-16.0	-1.9
Okmulgee	12,614,604	12,574,372	12,361,194	2.1	0.3
Pauls Valley	10,030,450	10,135,851	11,220,727	-10.6	-1.0
Pawhuska	2,830,222	2,944,078	4,264,639	-33.6	-3.9
Ponca City	29,350,849	29,096,682	26,513,757	10.7	0.9
Poteau	15,624,415	15,444,041	13,996,937	11.6	1.2
Sand Springs	26,884,897	26,735,658	26,230,384	2.5	0.6
Sapulpa	18,996,118	18,941,679	18,550,984	2.4	0.3
Seminole	10,947,808	10,857,490	10,000,819	9.5	0.8
Shawnee	44,686,455	44,748,142	46,714,864	-4.3	-0.1
Stillwater	53,121,408	54,057,160	63,104,942	-15.8	-1.7
Tahlequah	27,502,103	27,354,249	26,745,294	2.8	0.5
Tulsa	447,663,856	455,305,122	526,937,263	-15.0	-1.7
Watonga	2,518,033	2,522,897	2,677,950	-6.0	-0.2
Weatherford	16,238,992	16,310,853	17,245,022	-5.8	-0.4
Wewoka	1,529,903	1,526,565	1,533,778	-0.3	0.2
Woodward	19,909,376	19,952,491	21,211,950	-6.1	-0.2
TOTAL	2,307,186,039	2,327,293,765	2,521,694,135	-8.51	-0.86

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