



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

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## ADJUSTED RETAIL TRADE FOR METRO AREAS AND STATE

	Sep 2021	Aug 2021	Sep 2020	Percentage Change	
				Sep '21 Sep '20	Sep '21 Aug '21
<b>OKLAHOMA</b>					
<b>Durable Goods</b>	<b>930,872,057</b>	<b>933,245,825</b>	<b>856,593,174</b>	8.7	-0.3
Lumber, Building Materials and Hardware	381,180,226	379,728,995	331,147,689	15.1	0.4
Auto Accessories and Repair	199,909,085	200,813,201	189,616,126	5.4	-0.5
Furniture	86,720,788	87,021,612	82,670,993	4.9	-0.3
Computer, Electronics and Music Stores	91,287,960	92,235,393	97,076,611	-6.0	-1.0
Miscellaneous Durables	154,657,814	155,975,642	139,470,915	10.9	-0.8
Used Merchandise	17,116,183	17,470,982	16,610,840	3.0	-2.0
<b>Nondurable Goods</b>	<b>2,698,166,072</b>	<b>2,601,437,806</b>	<b>2,574,276,188</b>	4.8	3.7
General Merchandise	883,728,496	896,484,215	861,826,014	2.5	-1.4
Food Stores	348,769,650	352,476,457	325,601,604	7.1	-1.1
Apparel	113,757,197	116,143,741	126,000,816	-9.7	-2.1
Eating and Drinking Places	654,879,597	652,424,994	689,523,349	-5.0	0.4
Drug Stores	46,593,445	47,496,229	44,008,236	5.9	-1.9
Liquor Stores	49,326,159	49,638,179	39,821,821	23.9	-0.6
Miscellaneous Nondurables	202,135,784	201,763,083	162,979,355	24.0	0.2
Gasoline	398,975,744	285,010,907	324,514,994	22.9	40.0
<b>Total Retail Trade</b>	<b>3,629,038,128</b>	<b>3,534,683,631</b>	<b>3,430,869,362</b>	5.8	2.7
<b>Electronic Shopping</b>	<b>325,114,803</b>	<b>281,934,487</b>	<b>280,545,983</b>	15.9	15.3
<i>Electronic Shopping (actual \$ collected at 5% of use tax)</i>	<i>16,255,740</i>	<i>14,096,724</i>	<i>14,027,299</i>	<i>15.9</i>	<i>15.3</i>
<b>OKLAHOMA CITY MSA</b>					
<b>Durable Goods</b>	<b>455,714,585</b>	<b>445,498,388</b>	<b>348,225,599</b>	30.9	2.3
Lumber, Building Materials and Hardware	175,722,264	172,618,572	141,928,931	23.8	1.8
Auto Accessories and Repair	75,407,881	74,505,535	69,233,849	8.9	1.2
Furniture	43,860,960	42,725,120	33,173,063	32.2	2.7
Computer, Electronics and Music Stores	44,869,201	43,785,025	32,968,663	36.1	2.5
Miscellaneous Durables	82,278,928	79,969,548	63,680,796	29.2	2.9
Used Merchandise (a)	33,575,351	31,894,587	7,240,296	363.7	5.3
<b>Nondurable Goods</b>	<b>954,082,408</b>	<b>976,649,305</b>	<b>911,368,145</b>	4.7	-2.3
General Merchandise	300,755,416	300,217,416	292,255,315	2.9	0.2
Food Stores	103,256,345	103,366,949	102,213,260	1.0	-0.1
Apparel	63,297,767	62,285,772	58,480,416	8.2	1.6
Eating and Drinking Places	269,476,016	265,759,517	245,684,259	9.7	1.4
Drug Stores	16,536,488	16,787,270	18,757,274	-11.8	-1.5
Liquor Stores	19,394,737	19,289,203	18,205,742	6.5	0.5
Miscellaneous Nondurables	90,547,986	90,311,325	91,839,871	-1.4	0.3
Gasoline	90,817,653	118,631,854	83,932,009	8.2	-23.4
<b>Total Retail Trade</b>	<b>1,409,796,992</b>	<b>1,422,147,693</b>	<b>1,259,593,744</b>	11.9	-0.9
<b>TULSA MSA</b>					
<b>Durable Goods</b>	<b>266,108,373</b>	<b>262,158,331</b>	<b>226,512,508</b>	17.5	1.5
Lumber, Building Materials and Hardware	98,891,484	97,978,561	87,205,033	13.4	0.9
Auto Accessories and Repair	37,604,100	37,201,258	34,052,318	10.4	1.1
Furniture	29,215,459	28,721,587	24,424,120	19.6	1.7
Computer, Electronics and Music Stores	39,320,867	38,496,860	30,735,360	27.9	2.1
Miscellaneous Durables	55,124,074	53,898,217	44,968,063	22.6	2.3
Used Merchandise	5,952,389	5,861,848	5,127,613	16.1	1.5
<b>Nondurable Goods</b>	<b>818,980,641</b>	<b>800,663,131</b>	<b>695,402,601</b>	17.8	2.3
General Merchandise	238,676,226	236,558,376	214,232,553	11.4	0.9
Food Stores	105,748,394	105,491,753	103,232,504	2.4	0.2
Apparel	44,345,196	42,804,755	31,115,505	42.5	3.6
Eating and Drinking Places	215,417,591	210,400,234	166,569,446	29.3	2.4
Drug Stores	12,842,664	12,742,169	12,279,532	4.6	0.8
Liquor Stores	13,425,916	13,493,422	13,565,968	-1.0	-0.5
Miscellaneous Nondurables	54,171,591	53,475,317	48,567,144	11.5	1.3
Gasoline	134,353,063	125,697,105	105,839,948	26.9	6.9
<b>Total Retail Trade</b>	<b>1,085,089,014</b>	<b>1,062,821,462</b>	<b>921,915,108</b>	17.7	2.1

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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

	Sep 2021	Aug 2021	Sep 2020	Percentage Change	
				Sep '21 Sep '20	Sep '21 Aug '21
<b>LAWTON MSA</b>					
<b>Durable Goods</b>	<b>25,225,075</b>	<b>24,850,738</b>	<b>21,617,549</b>	16.7	1.5
Lumber, Building Materials and Hardware	10,040,548	9,951,367	9,136,472	9.9	0.9
Auto Accessories and Repair	4,723,643	4,661,159	4,169,101	13.3	1.3
Furniture	2,285,362	2,240,251	1,831,162	24.8	2.0
Computer, Electronics and Music Stores	2,397,032	2,372,703	2,132,629	12.4	1.0
Miscellaneous Durables	5,394,406	5,243,601	3,983,199	35.4	2.9
Used Merchandise	384,084	381,659	364,985	5.2	0.6
<b>Nondurable Goods</b>	<b>87,466,189</b>	<b>85,574,203</b>	<b>73,074,924</b>	19.7	2.2
General Merchandise	33,603,866	33,241,634	29,819,086	12.7	1.1
Food Stores	6,196,981	6,177,627	5,950,373	4.1	0.3
Apparel	5,026,107	4,847,678	3,372,661	49.0	3.7
Eating and Drinking Places	23,631,036	23,082,931	18,343,713	28.8	2.4
Drug Stores	985,818	983,486	1,021,144	-3.5	0.2
Liquor Stores	1,347,375	1,340,285	1,279,855	5.3	0.5
Miscellaneous Nondurables	6,392,054	6,280,109	5,187,441	23.2	1.8
Gasoline	10,282,952	9,620,453	8,100,650	26.9	6.9
<b>Total Retail Trade</b>	<b>112,691,263</b>	<b>110,424,941</b>	<b>94,692,473</b>	19.0	2.1
<b>ENID MICROSA</b>					
<b>Durable Goods</b>	<b>16,066,412</b>	<b>15,867,139</b>	<b>14,209,262</b>	13.1	1.3
Lumber, Building Materials and Hardware	6,644,113	6,580,699	6,032,265	10.1	1.0
Auto Accessories and Repair	3,576,137	3,538,392	3,240,939	10.3	1.1
Furniture	1,064,177	1,041,433	833,405	27.7	2.2
Computer, Electronics and Music Stores	1,549,164	1,529,440	1,281,696	20.9	1.3
Miscellaneous Durables	2,838,750	2,794,020	2,538,051	11.8	1.6
Used Merchandise	394,071	383,155	282,906	39.3	2.8
<b>Nondurable Goods</b>	<b>49,925,527</b>	<b>49,283,880</b>	<b>46,631,454</b>	7.1	1.3
General Merchandise	12,802,008	13,120,841	14,499,586	-11.7	-2.4
Food Stores	6,822,646	6,845,067	7,195,165	-5.2	-0.3
Apparel	3,210,945	3,119,635	2,385,759	34.6	2.9
Eating and Drinking Places	13,263,081	12,974,490	10,857,665	22.2	2.2
Drug Stores	999,096	992,577	1,004,470	-0.5	0.7
Liquor Stores	618,830	625,819	695,613	-11.0	-1.1
Miscellaneous Nondurables	3,850,765	3,785,786	3,408,852	13.0	1.7
Gasoline	8,358,155	7,819,665	6,584,344	26.9	6.9
<b>Total Retail Trade</b>	<b>65,991,939</b>	<b>65,151,019</b>	<b>60,840,715</b>	8.5	1.3

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**ADJUSTED RETAIL TRADE FOR SELECTED CITIES**

	Sep 2021	Aug 2021	Sep 2020	Percentage Change	
				Sep '21 Sep '20	Sep '21 Aug '21
Ada	35,919,643	35,347,014	30,119,827	19.3	1.6
Altus	23,744,825	23,363,503	19,737,609	20.3	1.6
Alva	8,256,618	8,084,894	6,627,196	24.6	2.1
Anadarko	6,790,080	6,664,974	5,510,890	23.2	1.9
Ardmore	53,914,615	52,910,001	43,494,856	24.0	1.9
Bartlesville	49,951,811	48,982,893	40,133,870	24.5	2.0
Blackwell	7,210,650	7,023,716	5,215,314	38.3	2.7
Broken Arrow	111,820,593	110,261,167	96,334,844	16.1	1.4
Chickasha	25,608,416	25,111,681	20,352,039	25.8	2.0
Clinton	9,911,819	9,673,968	7,611,876	30.2	2.5
Cushing	11,466,896	11,313,227	9,847,234	16.4	1.4
Del City	22,549,203	22,234,439	19,361,805	16.5	1.4
Duncan	30,563,118	30,003,806	25,142,160	21.6	1.9
Durant	35,802,358	35,175,199	29,729,071	20.4	1.8
Edmond	144,769,392	143,083,689	127,374,780	13.7	1.2
El Reno	18,131,035	17,756,786	14,002,348	29.5	2.1
Elk City	22,685,563	22,284,410	18,999,158	19.4	1.8
Enid	61,318,866	60,764,521	55,821,156	9.8	0.9
Guthrie	15,874,719	15,614,046	13,111,390	21.1	1.7
Guymon	17,082,313	16,706,603	13,302,279	28.4	2.2
Henryetta	7,974,594	7,813,421	6,244,569	27.7	2.1
Hobart	3,166,524	3,110,747	2,585,200	22.5	1.8
Holdenville	5,062,888	4,988,479	4,236,021	19.5	1.5
Hugo	9,443,030	9,330,245	7,863,200	20.1	1.2
Idabel	11,155,136	10,994,120	9,484,912	17.6	1.5
Lawton	95,539,853	93,582,148	76,822,348	24.4	2.1
McAlester	35,595,476	35,007,472	29,831,189	19.3	1.7
Miami	17,595,375	17,286,757	14,138,519	24.4	1.8
Midwest City	74,106,363	73,111,081	65,882,957	12.5	1.4
Moore	79,903,921	78,671,803	68,282,886	17.0	1.6
Muskogee	56,142,514	55,140,981	47,008,752	19.4	1.8
Norman	172,258,703	167,868,238	130,297,257	32.2	2.6
Oklahoma City	780,878,973	763,571,844	622,356,083	25.5	2.3
Okmulgee	17,039,062	16,712,222	12,712,655	34.0	2.0
Pauls Valley	14,134,789	13,822,058	10,805,649	30.8	2.3
Pawhuska	4,991,484	4,852,054	3,804,096	31.2	2.9
Ponca City	34,449,420	33,903,825	28,461,285	21.0	1.6
Poteau	18,125,113	17,871,008	15,244,774	18.9	1.4
Sand Springs	26,753,048	26,689,941	26,542,646	0.8	0.2
Sapulpa	23,156,383	22,783,618	19,185,299	20.7	1.6
Seminole	12,587,112	12,426,393	10,754,472	17.0	1.3
Shawnee	56,994,771	56,003,760	47,155,088	20.9	1.8
Stillwater	76,037,740	74,355,397	59,357,834	28.1	2.3
Tahlequah	35,257,989	34,533,125	27,876,846	26.5	2.1
Tulsa	624,035,833	611,452,594	506,444,459	23.2	2.1
Watonga	2,903,605	2,862,390	2,445,494	18.7	1.4
Weatherford	21,032,313	20,579,805	16,636,242	26.4	2.2
Wewoka	1,790,043	1,770,615	1,584,413	13.0	1.1
Woodward	23,969,923	23,563,086	20,096,165	19.3	1.7
<b>TOTAL</b>	<b>3,055,454,511</b>	<b>2,997,019,762</b>	<b>2,495,971,014</b>	<b>22.42</b>	<b>1.95</b>

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