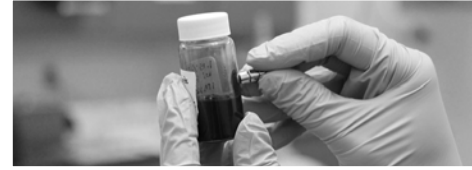




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**PRICE**  
COLLEGE OF BUSINESS

Center for Economic &  
Management Research



# OKLAHOMA BUSINESS BULLETIN

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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.

## SELECTED INDICATORS FOR OKLAHOMA

	2021	2020	Percentage Change '21/'20
Crude Oil Production (000 bbl)	145,960	183,065	-20.3
Natural Gas Production (000 mcf)	3,079,562	3,435,929	-10.4
Rig Count *	29	22	31.8
<b>Permit-Authorized Construction</b>			
Residential Single Family			
Dollar Value (\$000)	3,041,714	2,481,862	22.6
Number of Units	12,475	10,841	15.1
Residential-Multi Family			
Dollar Value (\$000)	108,119	126,777	-14.7
Number of Units	1,212	1,358	-10.8
Total Construction (\$000)	3,149,833	2,608,639	20.7
<b>Employment</b>			
Total Labor Force (000) *	1,861.9	1,831.3	1.7
Total Employment (000) *	1,801.6	1,712.7	5.2
Unemployment Rate (%) *	3.2	6.5	--
Wage and Salary Employment (000) *	1,635.6	1,630.8	0.3
Manufacturing *	129,300	130,117	-0.6
Mining *	27,600	36,166	-23.7
Government *	343,342	347,992	-1.3
Construction *	80,083	77,308	3.6
Retail Trade *	179,133	174,983	2.4
<b>Average Weekly Hours (Per Worker)</b>			
Manufacturing *	41.6	42.1	-1.2
<b>Average Weekly Earnings (\$ Per Worker)</b>			
Manufacturing *	896.87	847.78	5.8

Note: Includes revisions in some previous months /years by EIA and BLS

\* Averages for the year

Labor Force refers to place of residence, non-agricultural wage and salary employment refers to place of work.

## SELECTED INDICATORS FOR OKLAHOMA CITY MSA

	2021	2020	Percentage Change '21/'20
<b>Employment (Number) *</b>			
Labor Force (a)	689,958	685,621	0.6
Total Employment	677,237	641,890	5.5
Unemployment Rate (%)	3.1	6.4	---
Wage and Salary Employment	638,566	639,050	-0.1
Manufacturing	33,275	32,158	3.5
Mining	8,058	13,342	-39.6
Construction	30,958	32,042	-3.4
Wholesale and Retail Trade	89,683	88,992	0.8
Government	125,308	129,033	-2.9
<b>Air Transportation</b>			
Passengers Enplaning (Number)	1,667,997	971,124	71.8
Passengers Deplaning (Number)	1,668,922	981,033	70.1
Freight Enplaned (Tons)	13,108	12,782	2.6
Freight Deplaned (Tons)	20,272	21,213	-4.4
<b>Permit-Authorized Construction</b>			
Residential-Single Family			
Dollar Value (\$000)	1,959,399	1,575,845	24.3
Number of Units	7,886	6,742	17.0
Residential-Multi Family			
Dollar Value (\$000)	39,878	55,904	-28.7
Number of Units	430	602	-28.6
Total Construction (\$000)	1,999,277	1,631,749	22.5

Note: Includes revisions.

(a) Civilian Labor Force.

\* Yearly Average

**SELECTED INDICATORS FOR THE TULSA MSA**

	2021	2020	Percentage Change '21/'20
<b>Employment (Number) *</b>			
Labor Force (a)	482,492	475,676	1.4
Total Employment	466,201	443,210	5.2
Unemployment Rate (%)	3.4	6.9	--
Wage and Salary Employment	438,658	440,275	-0.4
Manufacturing	46,642	49,917	-6.6
Mining	4,692	6,058	-22.5
Construction	25,983	24,758	4.9
Wholesale and Retail Trade	64,083	62,667	2.3
Government	55,792	57,200	-2.5
<b>Air Transportation</b>			
Passengers Enplaning (Number)	1,180,277	663,728	77.8
Passengers Deplaning (Number)	1,159,979	668,738	73.5
Freight Enplaned (Tons)	60,356	57,562	4.9
<b>Water Transportation</b>			
Tulsa Port of Catoosa			
Tons In (Number)	676,152	739,677	-8.6
Tons Out (Number)	861,629	1,306,585	-34.1
<b>Permit-Authorized Construction</b>			
Residential-Single Family			
Dollar Value (\$000)	935,222	800,480	16.8
Number of Units	3,893	3,567	9.1
Residential-Multi Family			
Dollar Value (\$000)	49,561	65,084	-23.9
Number of Units	566	681	-16.9
Total Construction (\$000)	984,783	865,564	13.8

Note: Includes revisions.

(a) Civilian Labor Force.

\* Yearly Average

**SELECTED INDICATORS FOR THE LAWTON MSA AND ENID AND MUSKOGEE MICROSA'S**

	2021	2020	Percentage Change '21/'20
<b>ENID MicroSA</b>			
<b>Employment (Number)</b>			
Labor Force (a)	26,974	26,071	3.5
Total Employment	26,201	24,531	6.8
Unemployment Rate (%)	2.9	5.9	--
<b>LAWTON MSA</b>			
<b>Employment (Number)</b>			
Labor Force (a)	51,174	50,681	1.0
Total Employment	49,472	47,049	5.1
Unemployment Rate (%)	3.3	7.2	--
<b>Permit-Authorized Construction (b)</b>			
Residential-Single Family			
Dollar Value (\$000)	12,444	13,145	-5.3
Number of Units	48	45	6.7
Residential-Multi Family			
Dollar Value (\$000)	0	0	NC
Number of Units	0	0	NC
Total Construction (\$000)	12,444	13,145	-5.3
<b>MUSKOGEE MicroSA</b>			
<b>Employment (Number)</b>			
Labor Force (a)	29,470	29,554	-0.3
Total Employment	28,371	27,711	2.4
Unemployment Rate (%)	3.7	6.3	--
<b>Water Transportation</b>			
Port of Muskogee			
Tons In	514,320	589,550	-12.8
Tons Out	64,507	51,941	24.2

Note: Includes revisions.

(a) Civilian Labor Force.

Note: Residential-Multi Family figures for LAWTON MSA

status as of 3rd Qtr 2012: "Not Regularly Available" via US Census Bureau

**ADJUSTED RETAIL TRADE FOR METRO AREAS AND STATE**

	2021	2020	Percentage Change '21/'20
<b>OKLAHOMA</b>			
<b>Durable Goods</b>	<b>12,617,421,981</b>	<b>10,417,916,404</b>	<b>21.1</b>
Lumber, Bldg. Mat. & Hardware	5,341,580,483	4,454,036,760	19.9
Auto Accessories and Repair	2,552,099,789	2,296,483,009	11.1
Furniture	1,198,016,159	1,000,454,132	19.7
Computer, Electronics and Music Stores	1,240,678,328	1,085,083,403	14.3
Miscellaneous Durables	2,060,922,379	1,385,101,758	48.8
Used Merchandise	224,124,842	196,757,342	13.9
<b>Nondurable Goods</b>	<b>35,662,017,687</b>	<b>30,797,835,604</b>	<b>15.8</b>
General Merchandise	11,452,883,718	10,798,291,962	6.1
Food Stores	4,288,107,434	4,249,040,499	0.9
Apparel	1,632,175,783	1,253,789,825	30.2
Eating and Drinking Places	9,227,794,991	7,541,666,900	22.4
Drug Stores	566,808,849	549,993,800	3.1
Liquor Stores	591,151,053	590,513,854	0.1
Miscellaneous Nondurables	2,660,000,779	2,303,527,638	15.5
Gasoline	5,243,095,081	3,511,011,126	49.3
<b>Total Retail Trade</b>	<b>48,279,439,668</b>	<b>41,215,752,008</b>	<b>17.1</b>
<b>Electronic Shopping</b>	<b>4,067,654,988</b>	<b>3,178,839,923</b>	<b>28.0</b>
<i>Electronic Shopping (actual \$ collected at 5% of use tax)</i>	<i>203382749.4</i>	<i>158941996.2</i>	<i>27.96035933</i>

**ADJUSTED RETAIL TRADE FOR METRO AREAS AND STATE**

	2021	2020	Percentage Change '21/'20
<b>OKLAHOMA CITY MSA</b>			
<b>Durable Goods</b>	<b>4,949,173,653</b>	<b>4,074,143,321</b>	21.5
Lumber, Bldg. Mat. & Hardware	1,994,841,461	1,687,252,664	18.2
Auto Accessories and Repair	873,553,462	810,726,312	7.7
Furniture	447,219,178	380,232,594	17.6
Computer, Electronics and Music Stores	474,571,030	398,325,279	19.1
Miscellaneous Durables	859,621,358	717,291,944	19.8
Used Merchandise	299,367,165	249,997,698	19.7
<b>Nondurable Goods</b>	<b>12,297,307,279</b>	<b>10,528,935,536</b>	16.8
General Merchandise	3,736,042,272	3,548,510,140	5.3
Food Stores	1,221,981,612	1,268,683,866	-3.7
Apparel	857,813,762	594,215,030	44.4
Eating and Drinking Places	3,496,687,466	2,728,603,704	28.1
Drug Stores	228,255,650	216,219,054	5.6
Liquor Stores	225,943,255	219,979,048	2.7
Miscellaneous Nondurables	1,132,711,089	1,009,659,594	12.2
Gasoline	1,397,872,172	943,065,101	48.2
<b>Total Retail Trade</b>	<b>17,246,480,932</b>	<b>14,603,078,857</b>	18.1
<b>TULSA MSA</b>			
<b>Durable Goods</b>	<b>2,980,587,275</b>	<b>2,623,125,413</b>	13.6
Lumber, Bldg. Mat. & Hardware	1,137,072,472	1,033,547,158	10.0
Auto Accessories and Repair	437,876,865	398,325,264	9.9
Furniture	319,808,956	278,432,476	14.9
Computer, Electronics and Music Stores	424,661,076	356,749,224	19.0
Miscellaneous Durables	593,971,002	499,245,151	19.0
Used Merchandise	67,196,904	56,826,140	18.2
<b>Nondurable Goods</b>	<b>9,234,034,970</b>	<b>7,911,686,895</b>	16.7
General Merchandise	2,779,667,569	2,611,086,236	6.5
Food Stores	1,294,294,248	1,264,875,463	2.3
Apparel	450,576,953	332,894,581	35.4
Eating and Drinking Places	2,392,031,659	1,913,395,407	25.0
Drug Stores	152,101,293	149,952,926	1.4
Liquor Stores	161,996,415	164,149,194	-1.3
Miscellaneous Nondurables	612,482,996	543,935,021	12.6
Gasoline	1,390,883,837	931,398,067	49.3
<b>Total Retail Trade</b>	<b>12,214,622,245</b>	<b>10,534,812,308</b>	15.9



**ADJUSTED RETAIL TRADE FOR METRO AREAS AND STATE**

	2021	2020	Percentage Change '21/'20
<b>ENID MICROSA</b>			
<b>Durable Goods</b>	<b>181,416,381</b>	<b>171,899,219</b>	<b>5.5</b>
Lumber, Bldg. Mat. & Hardware	76,348,633	71,006,246	7.5
Auto Accessories and Repair	41,930,311	39,805,430	5.3
Furniture	11,381,847	9,756,507	16.7
Computer, Electronics and Music Stores	17,039,339	15,453,672	10.3
Miscellaneous Durables	30,549,803	32,478,246	-5.9
Used Merchandise	4,166,447	3,399,117	22.6
<b>Nondurable Goods</b>	<b>584,035,481</b>	<b>555,278,838</b>	<b>5.2</b>
General Merchandise	178,822,406	176,992,519	1.0
Food Stores	83,411,056	88,577,754	-5.8
Apparel	32,565,496	25,483,455	27.8
Eating and Drinking Places	142,903,135	147,800,182	-3.3
Drug Stores	11,727,053	11,756,331	-0.2
Liquor Stores	7,747,487	8,565,650	-9.6
Miscellaneous Nondurables	40,497,257	38,160,318	6.1
Gasoline	86,361,590	57,942,629	49.0
<b>Total Retail Trade</b>	<b>765,451,862</b>	<b>727,178,057</b>	<b>5.3</b>
<b>LAWTON MSA</b>			
<b>Durable Goods</b>	<b>280,839,699</b>	<b>250,127,465</b>	<b>12.3</b>
Lumber, Bldg. Mat. & Hardware	117,112,581	107,221,746	9.2
Auto Accessories and Repair	54,973,804	49,655,050	10.7
Furniture	23,015,140	20,214,702	13.9
Computer, Electronics and Music Stores	27,681,472	24,681,412	12.2
Miscellaneous Durables	53,664,441	44,245,503	21.3
Used Merchandise	4,392,261	4,109,052	6.9
<b>Nondurable Goods</b>	<b>968,358,518</b>	<b>837,699,862</b>	<b>15.6</b>
General Merchandise	381,178,671	360,998,581	5.6
Food Stores	74,540,752	73,038,646	2.1
Apparel	49,908,071	35,734,728	39.7
Eating and Drinking Places	257,637,312	209,688,456	22.9
Drug Stores	12,021,570	12,041,142	-0.2
Liquor Stores	16,036,700	15,804,356	1.5
Miscellaneous Nondurables	70,581,661	59,107,736	19.4
Gasoline	106,453,782	71,286,217	49.3
<b>Total Retail Trade</b>	<b>1,249,198,217</b>	<b>1,087,827,327</b>	<b>14.8</b>

**ADJUSTED RETAIL TRADE IN SELECTED CITIES**

	<b>2021</b>	<b>2020</b>	<b>Percentage Change '21/'20</b>
Ada	405,459,595	358,822,576	13.0
Altus	270,779,533	234,705,352	15.4
Alva	90,863,914	84,933,824	7.0
Anadarko	75,718,231	67,099,230	12.8
Ardmore	600,316,311	510,680,703	17.6
Bartlesville	553,279,264	478,110,513	15.7
Blackwell	77,068,110	62,279,752	23.7
Broken Arrow	1,283,240,281	1,123,819,227	14.2
Chickasha	281,323,605	244,914,404	14.9
Clinton	107,747,812	90,826,444	18.6
Cushing	129,262,799	120,019,394	7.7
Del City	255,410,266	233,553,969	9.4
Duncan	341,731,988	293,323,815	16.5
Durant	398,104,548	348,065,079	14.4
Edmond	1,655,368,342	1,508,260,831	9.8
El Reno	203,055,705	168,632,960	20.4
Elk City	253,733,011	225,866,468	12.3
Enid	711,614,964	684,515,559	4.0
Guthrie	180,053,559	153,039,075	17.7
Guymon	189,786,792	156,426,088	21.3
Henryetta	87,778,262	73,958,455	18.7
Hobart	35,117,635	30,843,047	13.9
Holdenville	56,954,215	50,996,905	11.7

**See next page for more Cities and Grand Totals**

**ADJUSTED RETAIL TRADE IN SELECTED CITIES**

	2021	2020	Percentage Change '21/'20
Hugo	107,059,088	92,833,302	15.3
Idabel	126,013,803	113,631,765	10.9
Lawton	1,045,388,567	899,277,135	16.2
McAlester	397,221,905	351,455,019	13.0
Miami	196,560,929	167,233,472	17.5
Midwest City	841,233,172	779,740,298	7.9
Moore	924,320,391	795,798,305	16.2
Muskogee	622,109,790	545,665,671	14.0
Norman	1,896,148,655	1,511,274,006	25.5
Oklahoma City	8,572,916,952	7,254,740,141	18.2
Okmulgee	198,098,957	151,780,197	30.5
Pauls Valley	155,216,967	127,510,370	21.7
Pawhuska	54,975,061	43,130,408	27.5
Ponca City	383,604,430	339,843,006	12.9
Poteau	205,695,090	180,551,332	13.9
Sand Springs	349,089,623	315,409,863	10.7
Sapulpa	260,377,086	227,116,201	14.6
Seminole	143,051,741	127,726,262	12.0
Shawnee	626,041,398	553,209,152	13.2
Stillwater	838,552,717	698,316,741	20.1
Tahlequah	389,068,110	327,736,713	18.7
Tulsa	6,923,486,770	5,905,938,832	17.2
Watonga	33,289,758	30,030,463	10.9
Weatherford	234,107,646	198,887,807	17.7
Wewoka	20,110,435	18,675,261	7.7
Woodward	269,412,347	241,928,602	11.4
<b>Total Selected Cities</b>	<b>34,056,922,150</b>	<b>29,956,455,836</b>	<b>13.7</b>

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Front cover photo of oil well on the state capitol grounds, courtesy of Fred Marvel, Oklahoma Department of Tourism.