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COLLEGE OF BUSINESS

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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Belt-tightening ahead for Oklahoma state agencies

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## ADJUSTED RETAIL TRADE FOR METRO AREAS AND STATE

	Apr 2020	Mar 2020	Apr 2019	Percentage Change	
				Apr '20 Apr '19	Apr '20 Mar '20
<b>OKLAHOMA</b>					
<b>Durable Goods</b>	<b>838,526,036</b>	<b>842,248,880</b>	<b>846,978,581</b>	-1.0	-0.4
Lumber, Building Materials and Hardware	335,797,323	334,805,613	314,366,397	6.8	0.3
Auto Accessories and Repair	179,929,303	181,625,440	193,059,886	-6.8	-0.9
Furniture	82,810,862	83,082,122	80,506,863	2.9	-0.3
Computer, Electronics and Music Stores	94,437,325	95,222,554	103,944,771	-9.1	-0.8
Miscellaneous Durables	129,622,578	131,384,665	138,140,171	-6.2	-1.3
Used Merchandise	15,928,646	16,128,486	16,960,493	-6.1	-1.2
<b>Nondurable Goods</b>	<b>2,496,004,390</b>	<b>2,449,072,490</b>	<b>2,607,985,081</b>	-4.3	1.9
General Merchandise	854,118,523	852,737,437	867,025,934	-1.5	0.2
Food Stores	330,987,296	329,828,928	323,184,364	2.4	0.4
Apparel	118,299,401	119,975,717	126,751,629	-6.7	-1.4
Eating and Drinking Places	667,136,803	672,588,603	685,893,265	-2.7	-0.8
Drug Stores	41,653,156	42,099,405	44,580,342	-6.6	-1.1
Liquor Stores	40,035,270	40,065,153	41,044,090	-2.5	-0.1
Miscellaneous Nondurables	175,974,144	174,751,802	148,869,229	18.2	0.7
Gasoline	267,799,797	217,025,445	370,636,228	-27.7	23.4
<b>Total Retail Trade</b>	<b>3,334,530,427</b>	<b>3,291,321,370</b>	<b>3,454,963,662</b>	-3.5	1.3
<b>OKLAHOMA CITY MSA</b>					
<b>Durable Goods</b>	<b>353,758,719</b>	<b>350,436,786</b>	<b>327,712,945</b>	7.9	0.9
Lumber, Building Materials and Hardware	135,683,700	134,416,926	120,616,873	12.5	0.9
Auto Accessories and Repair	65,269,642	65,683,012	69,093,449	-5.5	-0.6
Furniture	30,761,501	31,022,010	31,715,468	-3.0	-0.8
Computer, Electronics and Music Stores	38,547,189	38,487,095	38,834,336	-0.7	0.2
Miscellaneous Durables	56,301,063	56,741,391	60,397,712	-6.8	-0.8
Used Merchandise (a)	27,195,624	24,086,352	7,055,106	285.5	12.9
<b>Nondurable Goods</b>	<b>902,218,181</b>	<b>925,935,356</b>	<b>937,657,950</b>	-3.8	-2.6
General Merchandise	298,505,221	297,669,199	300,867,835	-0.8	0.3
Food Stores	100,596,572	100,699,513	102,394,718	-1.8	-0.1
Apparel	59,500,552	59,250,234	58,226,173	2.2	0.4
Eating and Drinking Places	290,352,201	289,161,042	280,289,536	3.6	0.4
Drug Stores	18,101,554	17,950,725	17,010,614	6.4	0.8
Liquor Stores	15,576,769	15,523,339	15,266,970	2.0	0.3
Miscellaneous Nondurables	65,698,202	64,387,644	55,018,979	19.4	2.0
Gasoline	53,887,109	81,293,660	108,583,125	-50.4	-33.7
<b>Total Retail Trade</b>	<b>1,255,976,900</b>	<b>1,276,372,142</b>	<b>1,265,370,895</b>	-0.7	-1.6
<b>TULSA MSA</b>					
<b>Durable Goods</b>	<b>205,370,649</b>	<b>205,868,933</b>	<b>206,065,069</b>	-0.3	-0.2
Lumber, Building Materials and Hardware	77,879,101	77,451,226	71,624,585	8.7	0.6
Auto Accessories and Repair	30,705,539	30,872,673	31,512,204	-2.6	-0.5
Furniture	24,406,443	24,289,723	22,220,131	9.8	0.5
Computer, Electronics and Music Stores	30,565,144	30,865,649	34,507,959	-11.4	-1.0
Miscellaneous Durables	37,102,609	37,654,472	41,141,356	-9.8	-1.5
Used Merchandise	4,711,814	4,735,190	5,058,833	-6.9	-0.5
<b>Nondurable Goods</b>	<b>655,363,624</b>	<b>641,540,454</b>	<b>676,862,157</b>	-3.2	2.2
General Merchandise	205,558,002	205,696,935	210,153,508	-2.2	-0.1
Food Stores	98,848,159	98,500,910	95,635,941	3.4	0.4
Apparel	32,105,709	32,536,650	34,904,627	-8.0	-1.3
Eating and Drinking Places	181,840,993	181,693,708	178,403,769	1.9	0.1
Drug Stores	11,865,729	12,151,065	14,289,389	-17.0	-2.3
Liquor Stores	11,478,920	11,481,184	11,759,696	-2.4	0.0
Miscellaneous Nondurables	42,624,408	41,907,675	33,393,162	27.6	1.7
Gasoline	71,041,704	57,572,327	98,322,066	-27.7	23.4
<b>Total Retail Trade</b>	<b>860,734,273</b>	<b>847,409,387</b>	<b>882,927,226</b>	-2.5	1.6

This April Report of the May distribution of sales tax collections by the Oklahoma Tax Commission primarily represents local tax receipts from March business. The monies they reported this period represent sales from March 16th to 29th and estimated sales from April 1st to April 15th.

(a) OKC NAICS for Used Merchandise Re-classified in 2020 by OTC (under review)

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## ADJUSTED RETAIL TRADE FOR METRO AREAS AND STATE

	Apr 2020	Mar 2020	Apr 2019	Percentage Change	
				Apr '20 Apr '19	Apr '20 Mar '20
<b>LAWTON MSA</b>					
<b>Durable Goods</b>	<b>17,527,783</b>	<b>17,608,925</b>	<b>18,454,667</b>	-5.0	-0.5
Lumber, Building Materials and Hardware	6,927,621	6,944,693	6,972,166	-0.6	-0.2
Auto Accessories and Repair	4,022,987	3,985,447	3,667,126	9.7	0.9
Furniture	1,456,857	1,465,342	1,693,518	-14.0	-0.6
Computer, Electronics and Music Stores	1,832,983	1,869,270	2,341,918	-21.7	-1.9
Miscellaneous Durables	2,984,440	3,033,853	3,386,702	-11.9	-1.6
Used Merchandise	302,895	310,320	393,238	-23.0	-2.4
<b>Nondurable Goods</b>	<b>65,575,025</b>	<b>64,633,903</b>	<b>67,772,372</b>	-3.2	1.5
General Merchandise	27,722,586	27,807,522	28,436,011	-2.5	-0.3
Food Stores	5,134,610	5,107,082	4,727,111	8.6	0.5
Apparel	3,310,408	3,347,786	3,585,500	-7.7	-1.1
Eating and Drinking Places	18,074,644	18,087,527	17,917,550	0.9	-0.1
Drug Stores	808,048	807,419	801,044	0.9	0.1
Liquor Stores	979,152	993,771	1,105,363	-11.4	-1.5
Miscellaneous Nondurables	4,108,272	4,076,395	3,674,538	11.8	0.8
Gasoline	5,437,304	4,406,401	7,525,255	-27.7	23.4
<b>Total Retail Trade</b>	<b>83,102,807</b>	<b>82,242,828</b>	<b>86,227,040</b>	-3.6	1.0
<b>ENID MICROSA</b>					
<b>Durable Goods</b>	<b>12,374,338</b>	<b>12,529,857</b>	<b>13,895,688</b>	-10.9	-1.2
Lumber, Building Materials and Hardware	4,984,148	5,010,437	5,230,415	-4.7	-0.5
Auto Accessories and Repair	3,222,476	3,276,079	3,849,038	-16.3	-1.6
Furniture	789,505	803,817	912,901	-13.5	-1.8
Computer, Electronics and Music Stores	1,264,870	1,270,050	1,437,333	-12.0	-0.4
Miscellaneous Durables	1,862,152	1,911,880	2,140,960	-13.0	-2.6
Used Merchandise	251,187	257,593	325,041	-22.7	-2.5
<b>Nondurable Goods</b>	<b>50,637,234</b>	<b>48,902,392</b>	<b>44,888,706</b>	12.8	3.5
General Merchandise	13,737,638	13,845,096	15,159,922	-9.4	-0.8
Food Stores	6,728,687	6,738,433	6,833,720	-1.5	-0.1
Apparel	2,192,894	2,198,710	2,208,136	-0.7	-0.3
Eating and Drinking Places	18,909,016	17,933,399	10,488,442	80.3	5.4
Drug Stores	876,739	882,318	960,705	-8.7	-0.6
Liquor Stores	541,559	550,111	640,438	-15.4	-1.6
Miscellaneous Nondurables	3,231,170	3,172,728	2,480,690	30.3	1.8
Gasoline	4,419,532	3,581,596	6,116,653	-27.7	23.4
<b>Total Retail Trade</b>	<b>63,011,572</b>	<b>61,432,249</b>	<b>58,784,393</b>	7.2	2.6

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**ADJUSTED RETAIL TRADE FOR SELECTED CITIES**

	Apr 2020	Apr 2020	Apr 2019	Percentage Change	
				Apr '20 Apr '19	Apr '20 Mar '20
Ada	29,911,733	29,859,795	29,229,490	2.3	0.2
Altus	19,024,652	19,016,842	18,615,319	2.2	0.0
Alva	8,552,425	8,332,416	7,002,783	22.1	2.6
Anadarko	5,327,446	5,341,280	5,516,654	-3.4	-0.3
Ardmore	42,004,280	41,991,673	41,266,963	1.8	0.0
Bartlesville	41,292,517	41,192,267	39,766,477	3.8	0.2
Blackwell	5,405,677	5,418,546	5,583,532	-3.2	-0.2
Broken Arrow	93,562,182	93,279,849	90,560,932	3.3	0.3
Chickasha	20,338,861	20,470,520	21,627,983	-6.0	-0.6
Clinton	8,059,037	8,094,658	8,342,082	-3.4	-0.4
Cushing	9,932,932	9,939,281	10,172,964	-2.4	-0.1
Del City	19,638,437	19,681,573	20,003,632	-1.8	-0.2
Duncan	23,835,269	23,867,615	24,102,494	-1.1	-0.1
Durant	28,377,056	28,265,013	26,388,035	7.5	0.4
Edmond	124,637,946	124,614,773	120,985,456	3.0	0.0
El Reno	14,711,727	14,903,966	17,340,124	-15.2	-1.3
Elk City	18,443,562	18,578,279	19,934,980	-7.5	-0.7
Enid	60,873,066	60,194,319	55,225,086	10.2	1.1
Guthrie	13,156,563	13,095,676	12,093,702	8.8	0.5
Guymon	14,027,687	14,034,796	14,045,357	-0.1	-0.1
Henryetta	6,331,723	6,314,645	6,270,304	1.0	0.3
Hobart	2,598,876	2,594,107	2,522,509	3.0	0.2
Holdenville	3,935,755	3,959,616	4,226,924	-6.9	-0.6
Hugo	7,019,505	7,054,266	7,093,097	-1.0	-0.5
Idabel	8,685,418	8,682,013	8,423,729	3.1	0.0
Lawton	71,802,326	72,029,534	73,471,509	-2.3	-0.3
McAlester	28,741,187	28,973,044	31,228,806	-8.0	-0.8
Miami	13,683,890	13,604,231	12,815,920	6.8	0.6
Midwest City	61,910,614	61,824,262	59,641,319	3.8	0.1
Moore	64,796,707	64,710,615	64,561,110	0.4	0.1
Muskogee	44,059,873	44,192,253	44,703,046	-1.4	-0.3
Norman	130,081,489	130,170,973	131,194,496	-0.8	-0.1
Oklahoma City	643,360,844	643,501,392	635,977,279	1.2	0.0
Okmulgee	12,266,111	12,251,010	11,615,308	5.6	0.1
Pauls Valley	10,889,031	10,933,807	11,307,849	-3.7	-0.4
Pawhuska	3,701,642	3,756,874	3,826,646	-3.3	-1.5
Ponca City	27,753,854	27,623,614	26,362,590	5.3	0.5
Poteau	14,170,636	14,130,163	13,556,520	4.5	0.3
Sand Springs	25,406,113	25,427,070	25,466,929	-0.2	-0.1
Sapulpa	18,484,028	18,494,448	18,305,746	1.0	-0.1
Seminole	10,214,737	10,191,748	9,869,028	3.5	0.2
Shawnee	45,003,743	45,084,890	45,444,832	-1.0	-0.2
Stillwater	62,387,566	62,367,693	59,999,994	4.0	0.0
Tahlequah	25,943,166	25,995,566	25,877,169	0.3	-0.2
Tulsa	517,903,884	518,680,617	520,742,811	-0.5	-0.1
Watonga	2,298,333	2,360,447	3,054,978	-24.8	-2.6
Weatherford	16,420,122	16,539,411	17,997,450	-8.8	-0.7
Wewoka	1,486,330	1,493,568	1,501,450	-1.0	-0.5
Woodward	19,575,529	19,793,289	21,288,148	-8.0	-1.1
<b>TOTAL</b>	<b>2,502,026,089</b>	<b>2,502,908,301</b>	<b>2,486,151,538</b>	<b>0.64</b>	<b>-0.04</b>

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