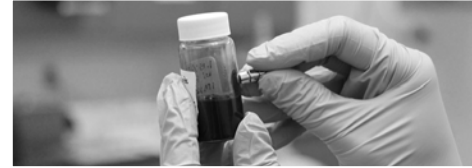




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On the cover: are images representing Oklahoma's five major industry sectors: Aerospace & Defense; Agriculture & Biosciences; Energy; Information & Financial Services; Transportation & Distribution. Source: Oklahoma Department of Commerce. Other images are of the University of Oklahoma Price College of Business in Norman and the Gene Rainbolt Graduate School of Business in Oklahoma City, Oklahoma

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: comments by David Francis at Oklahoma Tax Commission

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Economic Growth Continues But Slowing In Mid-America Region

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Not every Oklahoma sector lost jobs during the pandemic

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Oklahoma's Medical Marijuana Industry Boomed In 2020

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Oklahoma banks see increased deposits, market shares

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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

	February 2021	January 2021	February 2020	Percentage Change	
				Feb '21 Feb '20	Feb '21 Jan '21
OKLAHOMA					
Durable Goods	839,548,347	848,826,889	844,325,753	-0.6	-1.1
Lumber, Building Materials and Hardware	335,494,879	332,890,591	310,674,427	8.0	0.8
Auto Accessories and Repair	181,924,385	184,270,670	193,345,449	-5.9	-1.3
Furniture	80,975,241	83,322,464	79,464,349	1.9	-2.8
Computer, Electronics and Music Stores	94,582,497	97,801,679	109,326,669	-13.5	-3.3
Miscellaneous Durables	130,288,229	133,923,008	134,860,227	-3.4	-2.7
Used Merchandise	16,283,116	16,618,478	16,654,631	-2.2	-2.0
Nondurable Goods	2,708,547,898	2,650,466,406	2,573,871,535	5.2	2.2
General Merchandise	872,643,548	863,218,155	839,791,585	3.9	1.1
Food Stores	338,875,804	325,566,288	325,865,008	4.0	4.1
Apparel	111,642,832	122,040,090	123,651,277	-9.7	-8.5
Eating and Drinking Places	651,230,872	681,430,842	681,187,132	-4.4	-4.4
Drug Stores	43,347,724	42,865,163	43,752,033	-0.9	1.1
Liquor Stores	42,620,314	41,635,367	41,267,835	3.3	2.4
Miscellaneous Nondurables	172,371,714	170,461,201	145,872,110	18.2	1.1
Gasoline	475,815,089	403,249,301	372,484,556	27.7	18.0
Total Retail Trade	3,548,096,245	3,499,293,295	3,418,197,288	3.8	1.4
Electronic Shopping	248,738,304	472,027,239	159,523,149	55.9	-47.3
<i>Electronic Shopping (actual \$ collected at 5%)</i>	<i>12,436,915</i>	<i>23,601,362</i>	<i>7,976,157</i>	<i>55.9</i>	<i>-47.3</i>
OKLAHOMA CITY MSA					
Durable Goods	361,779,030	358,296,594	332,580,482	8.8	1.0
Lumber, Building Materials and Hardware	146,049,151	145,445,625	134,631,055	8.5	0.4
Auto Accessories and Repair	68,429,516	68,199,855	65,995,236	3.7	0.3
Furniture	35,046,079	34,498,135	31,344,433	11.8	1.6
Computer, Electronics and Music Stores	34,437,549	34,231,169	36,907,803	-6.7	0.6
Miscellaneous Durables	67,080,442	65,813,604	56,408,837	18.9	1.9
Used Merchandise (a)	10,736,293	10,108,207	7,293,118	47.2	6.2
Nondurable Goods	863,638,724	879,367,809	916,438,354	-5.8	-1.8
General Merchandise	301,877,185	300,394,148	283,633,908	6.4	0.5
Food Stores	110,671,647	109,635,568	100,852,911	9.7	0.9
Apparel	45,386,484	46,446,426	57,587,735	-21.2	-2.3
Eating and Drinking Places	201,233,478	207,597,737	256,657,111	-21.6	-3.1
Drug Stores	19,518,381	19,259,911	17,086,022	14.2	1.3
Liquor Stores	20,099,397	19,670,469	16,408,383	22.5	2.2
Miscellaneous Nondurables	94,388,839	92,003,764	77,169,471	22.3	2.6
Gasoline	70,463,313	84,359,786	107,042,813	-34.2	-16.5
Total Retail Trade	1,225,417,754	1,237,664,403	1,249,018,836	-1.9	-1.0
TULSA MSA					
Durable Goods	240,686,006	237,294,309	205,330,880	17.2	1.4
Lumber, Building Materials and Hardware	91,663,548	90,917,960	78,254,947	17.1	0.8
Auto Accessories and Repair	35,510,877	35,126,053	31,168,702	13.9	1.1
Furniture	26,751,632	26,188,369	23,445,137	14.1	2.2
Computer, Electronics and Music Stores	32,541,409	32,124,823	30,276,933	7.5	1.3
Miscellaneous Durables	48,667,236	47,518,590	37,416,261	30.1	2.4
Used Merchandise	5,551,303	5,418,515	4,768,900	16.4	2.5
Nondurable Goods	723,370,792	688,618,052	705,694,813	2.5	5.0
General Merchandise	216,103,454	216,269,254	209,390,877	3.2	-0.1
Food Stores	99,595,930	100,496,612	102,022,774	-2.4	-0.9
Apparel	35,263,425	33,957,880	30,551,291	15.4	3.8
Eating and Drinking Places	176,947,528	174,046,857	172,164,731	2.8	1.7
Drug Stores	11,871,405	11,942,591	12,867,218	-7.7	-0.6
Liquor Stores	14,222,653	14,147,318	12,137,080	17.2	0.5
Miscellaneous Nondurables	51,659,220	50,677,035	40,337,017	28.1	1.9
Gasoline	117,707,177	87,080,505	126,223,825	-6.7	35.2
Total Retail Trade	964,056,798	925,912,361	911,025,693	5.8	4.1

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

	February 2021	January 2021	February 2020	Percentage Change	
				Feb '21 Feb '20	Feb '21 Jan '21
LAWTON MSA					
Durable Goods	23,270,917	22,906,923	17,952,065	29.6	1.6
Lumber, Building Materials and Hardware	9,797,603	9,675,771	7,070,321	38.6	1.3
Auto Accessories and Repair	4,196,135	4,184,247	3,967,965	5.8	0.3
Furniture	2,084,690	2,025,867	1,469,562	41.9	2.9
Computer, Electronics and Music Stores	2,303,985	2,263,869	2,048,147	12.5	1.8
Miscellaneous Durables	4,486,241	4,364,470	3,067,279	46.3	2.8
Used Merchandise	402,263	392,699	328,791	22.3	2.4
Nondurable Goods	76,538,934	73,611,608	70,610,600	8.4	4.0
General Merchandise	30,209,909	30,178,704	28,432,656	6.3	0.1
Food Stores	5,871,157	5,913,416	5,306,404	10.6	-0.7
Apparel	3,831,530	3,690,616	3,187,127	20.2	3.8
Eating and Drinking Places	19,609,565	19,270,856	17,889,356	9.6	1.8
Drug Stores	1,029,535	1,024,024	847,375	21.5	0.5
Liquor Stores	1,272,136	1,274,565	1,132,918	12.3	-0.2
Miscellaneous Nondurables	5,706,172	5,594,565	4,153,997	37.4	2.0
Gasoline	9,008,929	6,664,862	9,660,766	-6.7	35.2
Total Retail Trade	99,809,851	96,518,531	88,562,665	12.7	3.4
ENID MICROSA					
Durable Goods	14,260,919	14,235,201	13,262,207	7.5	0.2
Lumber, Building Materials and Hardware	6,096,796	6,067,736	5,254,923	16.0	0.5
Auto Accessories and Repair	3,164,126	3,182,490	3,435,088	-7.9	-0.6
Furniture	910,108	893,189	804,128	13.2	1.9
Computer, Electronics and Music Stores	1,357,189	1,346,357	1,356,638	0.0	0.8
Miscellaneous Durables	2,435,789	2,451,125	2,141,967	13.7	-0.6
Used Merchandise	296,911	294,303	269,465	10.2	0.9
Nondurable Goods	44,270,573	42,946,222	55,622,145	-20.4	3.1
General Merchandise	14,235,055	14,298,742	14,174,737	0.4	-0.4
Food Stores	6,803,951	6,887,351	7,054,093	-3.5	-1.2
Apparel	2,737,423	2,637,127	2,073,189	32.0	3.8
Eating and Drinking Places	8,106,110	8,673,412	19,914,999	-59.3	-6.5
Drug Stores	986,583	983,702	922,010	7.0	0.3
Liquor Stores	687,938	689,561	618,441	11.2	-0.2
Miscellaneous Nondurables	3,390,905	3,359,017	3,012,243	12.6	0.9
Gasoline	7,322,608	5,417,311	7,852,432	-6.7	35.2
Total Retail Trade	58,531,492	57,181,423	68,884,352	-15.0	2.4

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ADJUSTED RETAIL TRADE FOR SELECTED CITIES

	February 2021	January 2021	February 2020	Percentage Change	
				Feb '21 Feb '20	Feb '21 Jan '21
Ada	30,696,947	30,561,403	29,816,338	3.0	0.4
Altus	20,263,585	20,155,011	18,957,026	6.9	0.5
Alva	5,884,099	6,049,129	9,125,659	-35.5	-2.7
Anadarko	5,502,343	5,516,196	5,425,842	1.4	-0.3
Ardmore	45,716,094	45,238,247	41,673,835	9.7	1.1
Bartlesville	40,845,382	40,662,519	41,245,539	-1.0	0.4
Blackwell	5,309,309	5,287,754	5,611,630	-5.4	0.4
Broken Arrow	100,047,612	99,079,212	92,208,335	8.5	1.0
Chickasha	20,710,243	20,657,418	20,603,938	0.5	0.3
Clinton	7,677,756	7,656,023	7,766,554	-1.1	0.3
Cushing	9,755,755	9,787,140	9,932,045	-1.8	-0.3
Del City	19,284,496	19,299,638	19,642,808	-1.8	-0.1
Duncan	25,938,081	25,709,202	23,562,286	10.1	0.9
Durant	30,354,058	30,137,462	28,044,872	8.2	0.7
Edmond	130,849,874	130,053,681	123,426,639	6.0	0.6
El Reno	14,377,772	14,331,865	15,231,080	-5.6	0.3
Elk City	19,077,512	19,022,251	18,625,337	2.4	0.3
Enid	52,579,526	53,142,110	63,659,222	-17.4	-1.1
Guthrie	13,606,382	13,476,477	12,827,349	6.1	1.0
Guymon	13,477,414	13,405,248	13,686,245	-1.5	0.5
Henryetta	6,350,890	6,326,304	6,251,436	1.6	0.4
Hobart	2,569,389	2,569,794	2,595,323	-1.0	0.0
Holdenville	4,322,139	4,311,692	3,993,164	8.2	0.2
Hugo	8,286,334	8,207,322	7,089,468	16.9	1.0
Idabel	9,796,016	9,741,475	8,606,253	13.8	0.6
Lawton	80,072,134	79,261,005	71,973,814	11.3	1.0
McAlester	30,409,076	30,217,099	29,370,233	3.5	0.6
Miami	14,859,570	14,737,535	13,196,705	12.6	0.8
Midwest City	67,732,060	67,193,846	60,734,790	11.5	0.8
Moore	70,711,022	70,020,864	64,004,766	10.5	1.0
Muskogee	48,445,998	47,938,896	43,892,004	10.4	1.1
Norman	136,169,824	134,556,494	128,767,513	5.7	1.2
Oklahoma City	635,409,384	629,855,505	630,459,972	0.8	0.9
Okmulgee	13,391,282	13,285,799	12,180,446	9.9	0.8
Pauls Valley	11,171,499	11,087,452	10,894,016	2.5	0.8
Pawhuska	3,922,081	3,858,469	3,868,150	1.4	1.6
Ponca City	29,485,619	29,307,827	27,792,412	6.1	0.6
Poteau	15,960,362	15,831,806	14,067,863	13.5	0.8
Sand Springs	25,907,982	25,934,940	25,955,836	-0.2	-0.1
Sapulpa	19,761,785	19,637,827	18,555,067	6.5	0.6
Seminole	11,022,750	10,967,086	10,256,397	7.5	0.5
Shawnee	49,112,434	48,621,757	44,217,551	11.1	1.0
Stillwater	60,378,153	59,951,490	62,016,094	-2.6	0.7
Tahlequah	29,179,698	28,907,425	25,833,881	13.0	0.9
Tulsa	517,112,092	512,788,258	510,739,845	1.2	0.8
Watonga	2,467,100	2,471,758	2,526,042	-2.3	-0.2
Weatherford	16,699,968	16,667,035	16,636,132	0.4	0.2
Wewoka	1,608,386	1,598,707	1,572,247	2.3	0.6
Woodward	19,995,809	19,996,375	20,455,102	-2.2	0.0
TOTAL	2,554,265,076	2,535,079,826	2,479,575,101	3.01	0.76

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