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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

[Oklahoman](#)

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

	January 2021	December 2020	January 2020	Percentage Change	
				Jan '21 Jan '20	Jan '21 Dec '20
OKLAHOMA					
Durable Goods	848,826,889	846,474,668	844,830,420	0.5	0.3
Lumber, Building Materials and Hardware	332,890,591	328,600,945	307,366,019	8.3	1.3
Auto Accessories and Repair	184,270,670	185,564,876	193,712,867	-4.9	-0.7
Furniture	83,322,464	83,119,163	79,724,411	4.5	0.2
Computer, Electronics and Music Stores	97,801,679	97,069,266	113,207,006	-13.6	0.8
Miscellaneous Durables	133,923,008	135,732,503	134,650,118	-0.5	-1.3
Used Merchandise	16,618,478	16,387,915	16,170,000	2.8	1.4
Nondurable Goods	2,650,466,406	2,671,433,004	2,536,247,261	4.5	-0.8
General Merchandise	863,218,155	857,698,929	835,143,525	3.4	0.6
Food Stores	325,566,288	324,849,732	326,243,133	-0.2	0.2
Apparel	122,040,090	122,801,381	123,108,968	-0.9	-0.6
Eating and Drinking Places	681,430,842	686,413,498	673,569,324	1.2	-0.7
Drug Stores	42,865,163	43,247,744	43,711,695	-1.9	-0.9
Liquor Stores	41,635,367	41,480,003	41,860,619	-0.5	0.4
Miscellaneous Nondurables	170,461,201	167,403,788	144,873,954	17.7	1.8
Gasoline	403,249,301	427,537,929	347,736,042	16.0	-5.7
Total Retail Trade	3,499,293,295	3,517,907,672	3,381,077,681	3.5	-0.5
Electronic Shopping	472,027,239	359,180,453	373,124,279	26.5	31.4
<i>Electronic Shopping (actual \$ collected at 5%)</i>	<i>23,601,362</i>	<i>17,959,023</i>	<i>18,656,214</i>	<i>26.5</i>	<i>31.4</i>
OKLAHOMA CITY MSA					
Durable Goods	358,296,594	355,759,699	335,792,359	6.7	0.7
Lumber, Building Materials and Hardware	145,445,625	147,557,375	132,105,880	10.1	-1.4
Auto Accessories and Repair	68,199,855	67,505,110	66,638,091	2.3	1.0
Furniture	34,498,135	33,218,571	31,716,294	8.8	3.9
Computer, Electronics and Music Stores	34,231,169	35,032,930	39,576,885	-13.5	-2.3
Miscellaneous Durables	65,813,604	59,576,095	58,525,773	12.5	10.5
Used Merchandise (a)	10,108,207	12,869,618	7,229,437	39.8	-21.5
Nondurable Goods	879,367,809	907,720,711	935,058,029	-6.0	-3.1
General Merchandise	300,394,148	293,435,104	283,111,882	6.1	2.4
Food Stores	109,635,568	102,629,053	97,280,063	12.7	6.8
Apparel	46,446,426	56,101,989	61,448,924	-24.4	-17.2
Eating and Drinking Places	207,597,737	248,180,156	272,453,654	-23.8	-16.4
Drug Stores	19,259,911	17,604,789	17,031,335	13.1	9.4
Liquor Stores	19,670,469	18,721,316	15,898,387	23.7	5.1
Miscellaneous Nondurables	92,003,764	87,581,691	74,860,883	22.9	5.0
Gasoline	84,359,786	83,466,613	112,972,902	-25.3	1.1
Total Retail Trade	1,237,664,403	1,263,480,410	1,270,850,388	-2.6	-2.0
TULSA MSA					
Durable Goods	237,294,309	228,658,191	208,989,251	13.5	3.8
Lumber, Building Materials and Hardware	90,917,960	90,034,964	77,295,167	17.6	1.0
Auto Accessories and Repair	35,126,053	33,907,319	31,804,474	10.4	3.6
Furniture	26,188,369	24,915,305	24,729,838	5.9	5.1
Computer, Electronics and Music Stores	32,124,823	31,826,236	31,658,968	1.5	0.9
Miscellaneous Durables	47,518,590	42,989,067	38,623,628	23.0	10.5
Used Merchandise	5,418,515	4,985,300	4,877,175	11.1	8.7
Nondurable Goods	688,618,052	666,351,365	692,256,417	-0.5	3.3
General Merchandise	216,269,254	217,015,388	207,191,695	4.4	-0.3
Food Stores	100,496,612	102,575,413	97,951,585	2.6	-2.0
Apparel	33,957,880	29,711,828	33,471,183	1.5	14.3
Eating and Drinking Places	174,046,857	168,965,377	181,324,944	-4.0	3.0
Drug Stores	11,942,591	11,997,431	12,835,045	-7.0	-0.5
Liquor Stores	14,147,318	14,163,634	11,818,228	19.7	-0.1
Miscellaneous Nondurables	50,677,035	47,401,877	40,690,103	24.5	6.9
Gasoline	87,080,505	74,520,416	106,973,634	-18.6	16.9
Total Retail Trade	925,912,361	895,009,556	901,245,668	2.7	3.5

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

	January 2021	December 2020	January 2020	Percentage Change	
				Jan '21 Jan '20	Jan '21 Dec '20
LAWTON MSA					
Durable Goods	22,906,923	21,679,814	18,063,671	26.8	5.7
Lumber, Building Materials and Hardware	9,675,771	9,148,265	7,009,814	38.0	5.8
Auto Accessories and Repair	4,184,247	4,112,800	3,931,388	6.4	1.7
Furniture	2,025,867	1,857,251	1,528,865	32.5	9.1
Computer, Electronics and Music Stores	2,263,869	2,197,513	2,077,483	9.0	3.0
Miscellaneous Durables	4,364,470	3,992,049	3,181,536	37.2	9.3
Used Merchandise	392,699	371,936	334,585	17.4	5.6
Nondurable Goods	73,611,608	70,946,331	69,209,970	6.4	3.8
General Merchandise	30,178,704	29,813,445	28,121,995	7.3	1.2
Food Stores	5,913,416	6,003,060	5,057,684	16.9	-1.5
Apparel	3,690,616	3,315,090	3,436,158	7.4	11.3
Eating and Drinking Places	19,270,856	18,553,557	18,424,998	4.6	3.9
Drug Stores	1,024,024	977,077	829,655	23.4	4.8
Liquor Stores	1,274,565	1,269,380	1,097,549	16.1	0.4
Miscellaneous Nondurables	5,594,565	5,311,169	4,054,512	38.0	5.3
Gasoline	6,664,862	5,703,553	8,187,418	-18.6	16.9
Total Retail Trade	96,518,531	92,626,145	87,273,641	10.6	4.2
ENID MICROSA					
Durable Goods	14,235,201	13,978,331	13,062,016	9.0	1.8
Lumber, Building Materials and Hardware	6,067,736	5,871,809	5,158,052	17.6	3.3
Auto Accessories and Repair	3,182,490	3,218,513	3,433,066	-7.3	-1.1
Furniture	893,189	850,425	872,312	2.4	5.0
Computer, Electronics and Music Stores	1,346,357	1,394,660	1,334,050	0.9	-3.5
Miscellaneous Durables	2,451,125	2,359,159	1,985,254	23.5	3.9
Used Merchandise	294,303	283,764	279,282	5.4	3.7
Nondurable Goods	42,946,222	43,396,501	50,995,309	-15.8	-1.0
General Merchandise	14,298,742	14,117,795	14,098,456	1.4	1.3
Food Stores	6,887,351	6,964,348	6,761,006	1.9	-1.1
Apparel	2,637,127	2,317,816	2,235,785	18.0	13.8
Eating and Drinking Places	8,673,412	10,602,906	16,706,055	-48.1	-18.2
Drug Stores	983,702	938,195	905,100	8.7	4.9
Liquor Stores	689,561	674,340	609,861	13.1	2.3
Miscellaneous Nondurables	3,359,017	3,145,157	3,024,174	11.1	6.8
Gasoline	5,417,311	4,635,944	6,654,871	-18.6	16.9
Total Retail Trade	57,181,423	57,374,831	64,057,325	-10.7	-0.3

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ADJUSTED RETAIL TRADE FOR SELECTED CITIES

	January 2021	December 2020	January 2020	Percentage Change	
				Jan '21 Jan '20	Jan '21 Dec '20
Ada	30,561,403	30,359,821	29,824,397	2.5	0.7
Altus	20,155,011	20,079,105	19,055,558	5.8	0.4
Alva	6,049,129	6,686,884	8,138,251	-25.7	-9.5
Anadarko	5,516,196	5,612,878	5,394,846	2.2	-1.7
Ardmore	45,238,247	44,551,899	42,310,822	6.9	1.5
Bartlesville	40,662,519	40,597,640	41,619,179	-2.3	0.2
Blackwell	5,287,754	5,464,043	5,604,454	-5.7	-3.2
Broken Arrow	99,079,212	97,088,118	92,853,268	6.7	2.1
Chickasha	20,657,418	20,909,607	20,859,206	-1.0	-1.2
Clinton	7,656,023	7,656,036	7,929,737	-3.5	0.0
Cushing	9,787,140	9,950,042	9,970,946	-1.8	-1.6
Del City	19,299,638	19,484,700	19,795,831	-2.5	-0.9
Duncan	25,709,202	25,028,140	23,826,276	7.9	2.7
Durant	30,137,462	29,478,669	28,205,306	6.9	2.2
Edmond	130,053,681	128,600,892	124,312,105	4.6	1.1
El Reno	14,331,865	14,826,553	15,405,865	-7.0	-3.3
Elk City	19,022,251	18,723,305	18,966,404	0.3	1.6
Enid	53,142,110	54,139,080	60,102,756	-11.6	-1.8
Guthrie	13,476,477	13,388,252	12,913,368	4.4	0.7
Guymon	13,405,248	13,442,555	14,015,984	-4.4	-0.3
Henryetta	6,326,304	6,404,136	6,259,843	1.1	-1.2
Hobart	2,569,794	2,629,241	2,593,869	-0.9	-2.3
Holdenville	4,311,692	4,332,048	4,045,027	6.6	-0.5
Hugo	8,207,322	8,270,343	7,081,801	15.9	-0.8
Idabel	9,741,475	9,569,251	8,678,732	12.2	1.8
Lawton	79,261,005	76,680,978	72,988,201	8.6	3.4
McAlester	30,217,099	29,766,082	29,845,655	1.2	1.5
Miami	14,737,535	14,662,151	13,300,453	10.8	0.5
Midwest City	67,193,846	64,358,891	61,121,192	9.9	4.4
Moore	70,020,864	67,944,833	64,907,913	7.9	3.1
Muskogee	47,938,896	46,158,951	44,934,203	6.7	3.9
Norman	134,556,494	131,649,667	131,069,874	2.7	2.2
Oklahoma City	629,855,505	616,178,899	646,030,302	-2.5	2.2
Okmulgee	13,285,799	13,421,205	12,215,209	8.8	-1.0
Pauls Valley	11,087,452	11,146,745	11,035,396	0.5	-0.5
Pawhuska	3,858,469	3,703,037	3,932,875	-1.9	4.2
Ponca City	29,307,827	29,399,580	27,884,921	5.1	-0.3
Poteau	15,831,806	15,656,924	14,051,782	12.7	1.1
Sand Springs	25,934,940	26,565,857	26,233,072	-1.1	-2.4
Sapulpa	19,637,827	19,567,112	18,600,252	5.6	0.4
Seminole	10,967,086	10,962,327	10,249,258	7.0	0.0
Shawnee	48,621,757	47,216,342	44,971,309	8.1	3.0
Stillwater	59,951,490	59,330,315	63,007,023	-4.8	1.0
Tahlequah	28,907,425	28,482,704	25,480,311	13.5	1.5
Tulsa	512,788,258	502,325,150	521,316,227	-1.6	2.1
Watonga	2,471,758	2,547,198	2,519,870	-1.9	-3.0
Weatherford	16,667,035	16,675,040	16,834,946	-1.0	0.0
Wewoka	1,598,707	1,579,127	1,527,480	4.7	1.2
Woodward	19,996,375	19,983,896	20,429,813	-2.1	0.1
TOTAL	2,535,079,826	2,493,236,250	2,514,251,367	0.83	1.68

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