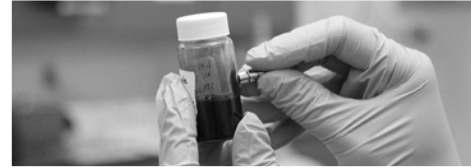




Center for Economic & Management Research



# OKLAHOMA BUSINESS BULLETIN

Since 1928



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(Durable Non-durable)  
in Select Cities

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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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## ADJUSTED RETAIL TRADE FOR METRO AREAS AND STATE

	Aug 2021	July 2021	Aug 2020	Percentage Change	
				Aug '21 Aug '20	Aug '21 Jul '21
<b>OKLAHOMA</b>					
<b>Durable Goods</b>	<b>933,245,825</b>	<b>929,317,836</b>	<b>854,655,989</b>	9.2	0.4
Lumber, Building Materials and Hardware	379,728,995	381,953,343	327,162,530	16.1	-0.6
Auto Accessories and Repair	200,813,201	198,133,556	189,080,120	6.2	1.4
Furniture	87,021,612	86,466,809	82,920,007	4.9	0.6
Computer, Electronics and Music Stores	92,235,393	92,433,005	100,425,844	-8.2	-0.2
Miscellaneous Durables	155,975,642	153,224,874	138,362,604	12.7	1.8
Used Merchandise	17,470,982	17,106,249	16,704,884	4.6	2.1
<b>Nondurable Goods</b>	<b>2,601,437,806</b>	<b>2,597,110,281</b>	<b>2,620,541,148</b>	-0.7	0.2
General Merchandise	896,484,215	906,958,324	854,311,047	4.9	-1.2
Food Stores	352,476,457	355,591,105	324,433,457	8.6	-0.9
Apparel	116,143,741	109,296,463	125,609,012	-7.5	6.3
Eating and Drinking Places	652,424,994	637,694,435	691,245,079	-5.6	2.3
Drug Stores	47,496,229	47,323,282	44,169,266	7.5	0.4
Liquor Stores	49,638,179	50,192,929	39,567,900	25.5	-1.1
Miscellaneous Nondurables	201,763,083	197,482,704	160,472,986	25.7	2.2
Gasoline	285,010,907	292,571,040	380,732,402	-25.1	-2.6
<b>Total Retail Trade</b>	<b>3,534,683,631</b>	<b>3,526,428,118</b>	<b>3,475,197,137</b>	1.7	0.2
<b>Electronic Shopping</b>	<b>281,934,487</b>	<b>356,358,517</b>	<b>276,337,122</b>	2.0	-20.9
<i>Electronic Shopping (actual \$ collected at 5% of use tax)</i>	<i>14,096,724</i>	<i>17,817,926</i>	<i>13,816,856</i>	<i>2.0</i>	<i>-20.9</i>
<b>OKLAHOMA CITY MSA</b>					
<b>Durable Goods</b>	<b>446,235,834</b>	<b>435,647,908</b>	<b>352,053,617</b>	26.8	2.4
Lumber, Building Materials and Hardware	172,125,657	169,162,010	142,113,798	21.1	1.8
Auto Accessories and Repair	74,112,410	73,364,980	70,422,407	5.2	1.0
Furniture	42,206,961	41,202,759	33,305,057	26.7	2.4
Computer, Electronics and Music Stores	44,618,466	43,455,328	33,354,725	33.8	2.7
Miscellaneous Durables	79,098,340	77,105,007	65,552,619	20.7	2.6
Used Merchandise (a)	34,074,000	31,357,824	7,305,011	366.4	8.7
<b>Nondurable Goods</b>	<b>944,091,431</b>	<b>964,217,723</b>	<b>915,006,912</b>	3.2	-2.1
General Merchandise	294,502,257	294,767,922	295,880,291	-0.5	-0.1
Food Stores	101,518,199	101,975,340	104,171,699	-2.5	-0.4
Apparel	64,051,651	62,519,175	59,013,657	8.5	2.5
Eating and Drinking Places	269,294,555	264,676,992	244,290,204	10.2	1.7
Drug Stores	17,071,473	17,242,288	19,443,709	-12.2	-1.0
Liquor Stores	19,051,152	18,992,165	18,278,186	4.2	0.3
Miscellaneous Nondurables	91,432,289	90,880,341	91,087,770	0.4	0.6
Gasoline	87,169,855	113,163,501	82,841,396	5.2	-23.0
<b>Total Retail Trade</b>	<b>1,390,327,266</b>	<b>1,399,865,631</b>	<b>1,267,060,528</b>	9.7	-0.7
<b>TULSA MSA</b>					
<b>Durable Goods</b>	<b>264,988,588</b>	<b>260,862,142</b>	<b>227,309,345</b>	16.6	1.6
Lumber, Building Materials and Hardware	100,645,170	99,382,299	87,372,110	15.2	1.3
Auto Accessories and Repair	37,154,469	36,786,619	34,366,369	8.1	1.0
Furniture	28,418,402	27,988,226	24,059,004	18.1	1.5
Computer, Electronics and Music Stores	39,121,553	38,249,063	31,148,113	25.6	2.3
Miscellaneous Durables	53,725,838	52,625,034	45,298,056	18.6	2.1
Used Merchandise	5,923,156	5,830,900	5,065,693	16.9	1.6
<b>Nondurable Goods</b>	<b>798,339,172</b>	<b>784,934,393</b>	<b>667,262,940</b>	19.6	1.7
General Merchandise	238,413,669	236,085,965	216,503,321	10.1	1.0
Food Stores	105,451,229	105,212,467	104,464,905	0.9	0.2
Apparel	41,923,067	40,612,282	31,542,017	32.9	3.2
Eating and Drinking Places	207,683,338	203,263,779	164,645,628	26.1	2.2
Drug Stores	12,397,764	12,354,930	12,362,363	0.3	0.3
Liquor Stores	13,681,247	13,710,047	13,608,979	0.5	-0.2
Miscellaneous Nondurables	53,091,753	52,505,944	48,528,275	9.4	1.1
Gasoline	125,697,105	121,188,980	75,607,453	66.2	3.7
<b>Total Retail Trade</b>	<b>1,063,327,760</b>	<b>1,045,796,535</b>	<b>894,572,285</b>	18.9	1.7

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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)

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## ADJUSTED RETAIL TRADE FOR METRO AREAS AND STATE

	Aug 2021	July 2021	Aug 2020	Percentage Change	
				Aug '21 Aug '20	Aug '21 Jul '21
<b>LAWTON MSA</b>					
<b>Durable Goods</b>	<b>25,226,305</b>	<b>24,825,126</b>	<b>22,165,083</b>	13.8	1.6
Lumber, Building Materials and Hardware	10,163,574	10,051,642	9,468,146	7.3	1.1
Auto Accessories and Repair	4,707,061	4,643,278	4,263,096	10.4	1.4
Furniture	2,285,604	2,236,804	1,883,603	21.3	2.2
Computer, Electronics and Music Stores	2,416,681	2,387,481	2,191,065	10.3	1.2
Miscellaneous Durables	5,268,928	5,124,013	3,987,683	32.1	2.8
Used Merchandise	384,456	381,908	371,489	3.5	0.7
<b>Nondurable Goods</b>	<b>85,854,142</b>	<b>84,302,464</b>	<b>71,812,078</b>	19.6	1.8
General Merchandise	33,697,593	33,291,139	30,648,468	9.9	1.2
Food Stores	6,175,599	6,156,172	6,041,023	2.2	0.3
Apparel	4,902,731	4,728,505	3,367,592	45.6	3.7
Eating and Drinking Places	22,840,003	22,351,581	18,320,807	24.7	2.2
Drug Stores	949,049	952,461	1,070,870	-11.4	-0.4
Liquor Stores	1,347,666	1,340,052	1,335,315	0.9	0.6
Miscellaneous Nondurables	6,321,049	6,207,139	5,241,251	20.6	1.8
Gasoline	9,620,453	9,275,415	5,786,752	66.2	3.7
<b>Total Retail Trade</b>	<b>111,080,447</b>	<b>109,127,589</b>	<b>93,977,161</b>	18.2	1.8
<b>ENID MICROSA</b>					
<b>Durable Goods</b>	<b>16,053,730</b>	<b>15,843,272</b>	<b>14,274,474</b>	12.5	1.3
Lumber, Building Materials and Hardware	6,651,009	6,582,196	5,971,126	11.4	1.0
Auto Accessories and Repair	3,499,494	3,469,287	3,253,637	7.6	0.9
Furniture	1,070,623	1,045,188	859,279	24.6	2.4
Computer, Electronics and Music Stores	1,600,186	1,570,919	1,316,346	21.6	1.9
Miscellaneous Durables	2,838,431	2,793,515	2,571,470	10.4	1.6
Used Merchandise	393,987	382,167	302,616	30.2	3.1
<b>Nondurable Goods</b>	<b>50,802,978</b>	<b>50,223,065</b>	<b>45,175,147</b>	12.5	1.2
General Merchandise	15,051,504	15,080,631	14,670,772	2.6	-0.2
Food Stores	6,778,195	6,811,326	7,366,110	-8.0	-0.5
Apparel	3,139,967	3,052,263	2,462,065	27.5	2.9
Eating and Drinking Places	12,590,315	12,373,785	10,823,982	16.3	1.7
Drug Stores	958,550	958,184	1,016,440	-5.7	0.0
Liquor Stores	623,739	630,827	691,297	-9.8	-1.1
Miscellaneous Nondurables	3,841,044	3,776,836	3,440,912	11.6	1.7
Gasoline	7,819,665	7,539,213	4,703,569	66.2	3.7
<b>Total Retail Trade</b>	<b>66,856,709</b>	<b>66,066,337</b>	<b>59,449,621</b>	12.5	1.2

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**ADJUSTED RETAIL TRADE FOR SELECTED CITIES**

	July 2021	June 2021	July 2020	Percentage Change	
				Jul '21 Jul '20	Jul '21 Jun '21
Ada	34,917,970	34,391,025	30,428,247	14.8	1.5
Altus	23,074,677	22,718,079	20,003,157	15.4	1.6
Alva	7,535,423	7,433,953	6,599,991	14.2	1.4
Anadarko	6,505,755	6,399,373	5,754,809	13.0	1.7
Ardmore	51,540,445	50,679,061	43,702,844	17.9	1.7
Bartlesville	47,692,615	46,868,811	40,097,940	18.9	1.8
Blackwell	6,828,837	6,659,274	5,204,792	31.2	2.5
Broken Arrow	107,709,146	106,450,008	95,327,378	13.0	1.2
Chickasha	24,654,527	24,196,888	20,583,790	19.8	1.9
Clinton	9,150,290	8,979,065	7,633,806	19.9	1.9
Cushing	11,355,276	11,193,325	10,229,171	11.0	1.4
Del City	22,109,207	21,808,791	19,885,884	11.2	1.4
Duncan	29,334,811	28,859,747	25,098,306	16.9	1.6
Durant	34,653,682	34,087,569	29,435,042	17.7	1.7
Edmond	141,004,634	139,536,118	127,576,075	10.5	1.1
El Reno	17,161,978	16,837,130	13,685,585	25.4	1.9
Elk City	21,560,502	21,262,253	19,266,119	11.9	1.4
Enid	62,201,041	61,464,635	55,962,968	11.1	1.2
Guthrie	15,401,099	15,156,688	12,772,193	20.6	1.6
Guymon	16,285,000	15,953,465	13,088,850	24.4	2.1
Henryetta	7,827,531	7,655,974	6,270,306	24.8	2.2
Hobart	3,093,911	3,038,874	2,625,742	17.8	1.8
Holdenville	5,024,992	4,941,933	4,371,662	14.9	1.7
Hugo	9,818,105	9,624,172	7,981,773	23.0	2.0
Idabel	10,950,487	10,794,069	9,860,459	11.1	1.4
Lawton	89,721,096	88,283,554	78,337,867	14.5	1.6
McAlester	34,511,875	33,982,978	29,818,334	15.7	1.6
Miami	17,213,399	16,896,939	14,441,646	19.2	1.9
Midwest City	69,350,897	68,967,372	68,082,305	1.9	0.6
Moore	76,050,650	75,167,882	68,293,014	11.4	1.2
Muskogee	53,469,704	52,703,855	46,805,903	14.2	1.5
Norman	154,597,096	151,895,309	128,529,306	20.3	1.8
Oklahoma City	719,420,698	708,044,273	613,434,678	17.3	1.6
Okmulgee	18,028,963	17,484,949	12,857,582	40.2	3.1
Pauls Valley	13,572,540	13,277,686	10,739,085	26.4	2.2
Pawhuska	4,259,614	4,199,016	3,438,514	23.9	1.4
Ponca City	33,911,708	33,339,235	29,163,777	16.3	1.7
Poteau	17,929,130	17,649,284	15,360,423	16.7	1.6
Sand Springs	26,832,946	26,749,947	27,037,600	-0.8	0.3
Sapulpa	22,539,256	22,178,716	19,107,561	18.0	1.6
Seminole	12,661,815	12,458,569	10,792,968	17.3	1.6
Shawnee	55,297,690	54,394,321	47,888,995	15.5	1.7
Stillwater	72,350,468	70,898,101	58,463,613	23.8	2.0
Tahlequah	33,419,127	32,823,467	28,327,781	18.0	1.8
Tulsa	585,428,023	576,223,493	494,753,363	18.3	1.6
Watonga	2,798,963	2,763,565	2,506,012	11.7	1.3
Weatherford	19,807,354	19,454,538	16,860,090	17.5	1.8
Wewoka	1,822,948	1,795,321	1,526,827	19.4	1.5
Woodward	22,857,145	22,548,114	20,451,901	11.8	1.4
<b>TOTAL</b>	<b>2,885,245,044</b>	<b>2,841,170,763</b>	<b>2,480,466,033</b>	<b>16.32</b>	<b>1.55</b>

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