



Center for Economic & Management Research



OKLAHOMA BUSINESS BULLETIN

Since 1928



July 2021
Adjusted Retail Sales
(Durable Non-durable)
in Select Cities

*The Oklahoma Business Bulletin
Monthly Digest*

is published online monthly

<http://origins.ou.edu/reports/bulletins.htm>

Publications Staff

Director Robert C. Dauffenbach

Economic Information Specialist Michael G. Reim

Publications Specialist Jessica Mason

Address all correspondence to:

Oklahoma Business Bulletin

Center for Economic and Management Research
307 West Brooks, Room 4 Norman, Oklahoma
73019-0450

The *Oklahoma Business Bulletin Monthly Digest* is published online by the Center for Economic and Management Research, Michael F. Price College of Business, The University of Oklahoma.

© 2021 by the Center for Economic and Management Research.

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.

OU OBB Business Briefs

Major Economic Indicators

[U.S. Bureau of Labor Statistics](#)

Survey of Current Business

[Bureau of Econ Analysis](#)

The Oklahoma Economist

[Federal Reserve Bank of Kansas City](#)

Oklahoma Labor Market and Economic Indicators

[Oklahoma Employment Security Commission](#)

Oklahoma Economic Report Monthly Newsletter

[Oklahoma Office of State Treasurer](#)

Oklahoma OMES Media Releases

[Office of Management and Enterprise Services \(OMES\)](#)

Oklahoma's Business Conditions Index

[Creighton University](#)

Online shopping increases revenue throughout the state

[KSWO](#)

Note: comments by David Francis at Oklahoma Tax Commission

Oklahoma banks see increased deposits, market shares

[CNHI Oklahoma](#)

Note: includes comments from Dr. Dauffenbach, OU Price College

Oklahoma emerging as a leader in renewable energy

[Oklahoman](#)

Economic Index For 9-State Region Hits All-Time High

[Public Radio Tulsa](#)

Oklahoma Economic Outlook (2021)

[Rich States Poor States.ORG](#)

Study: Oklahoma's beer industry brought in nearly \$3B

Note: in 2020 despite the pandemic

[KOCO](#)

Delta variant hasn't impacted consumer spending patterns

[ConsumerAffairs](#)

Disclaimer

While the University of Oklahoma strives to make the information on its website and publications as timely and accurate as possible, we make no claims, promises, or guarantees about the accuracy, completeness or adequacy of the contents, and expressly disclaim liability for errors and omissions in the contents.

No warranty of any kind, implied, expressed, or statutory, including but not limited to the warranties of non-infringement of third party rights, title, merchantability, fitness for a particular purpose or freedom from computer virus, is given with respect to the contents of this website or its links to other Internet resources.

Reference in this site to any specific commercial or non commercial product, process, or service, or the use of any trade, firm or corporation name is for the information and convenience of the public, and does not constitute endorsement, recommendation, or favoring by the University of Oklahoma.

ADJUSTED RETAIL TRADE FOR METRO AREAS AND STATE

	July 2021	June 2021	July 2020	Percentage Change	
				Jul '21 Jul '20	Jul '21 Jun '21
OKLAHOMA					
Durable Goods	929,317,836	896,154,808	848,434,751	9.5	3.7
Lumber, Building Materials and Hardware	381,953,343	377,574,125	320,052,155	19.3	1.2
Auto Accessories and Repair	198,133,556	189,701,509	188,350,956	5.2	4.4
Furniture	86,466,809	82,240,094	83,048,050	4.1	5.1
Computer, Electronics and Music Stores	92,433,005	88,125,604	101,897,710	-9.3	4.9
Miscellaneous Durables	153,224,874	142,858,975	138,529,018	10.6	7.3
Used Merchandise	17,106,249	15,654,501	16,556,861	3.3	9.3
Nondurable Goods	2,597,110,281	2,509,818,260	2,708,447,291	-4.1	3.5
General Merchandise	906,958,324	920,778,617	847,681,908	7.0	-1.5
Food Stores	355,591,105	365,559,856	322,587,181	10.2	-2.7
Apparel	109,296,463	92,842,389	128,524,655	-15.0	17.7
Eating and Drinking Places	637,694,435	595,193,636	692,274,925	-7.9	7.1
Drug Stores	47,323,282	45,819,994	44,390,456	6.6	3.3
Liquor Stores	50,192,929	50,884,421	39,880,834	25.9	-1.4
Miscellaneous Nondurables	197,482,704	190,156,203	157,825,160	25.1	3.9
Gasoline	292,571,040	248,583,144	475,282,172	-38.4	17.7
Total Retail Trade	3,526,428,118	3,405,973,068	3,556,882,042	-0.9	3.5
Electronic Shopping	356,358,517	308,312,060	269,053,751	32.4	15.6
<i>Electronic Shopping (actual \$ collected at 5% of use tax)</i>	<i>17,817,926</i>	<i>15,415,603</i>	<i>13,452,688</i>	<i>32.4</i>	<i>15.6</i>
OKLAHOMA CITY MSA					
Durable Goods	427,529,528	418,224,494	350,456,183	22.0	2.2
Lumber, Building Materials and Hardware	167,788,934	165,123,101	142,229,156	18.0	1.6
Auto Accessories and Repair	71,409,149	71,026,179	69,404,961	2.9	0.5
Furniture	39,771,074	39,017,390	32,502,971	22.4	1.9
Computer, Electronics and Music Stores	43,092,563	42,035,996	34,978,645	23.2	2.5
Miscellaneous Durables	72,780,066	71,563,130	63,988,324	13.7	1.7
Used Merchandise (a)	32,687,742	29,458,699	7,352,125	344.6	11.0
Nondurable Goods	937,128,793	959,068,908	895,242,504	4.7	-2.3
General Merchandise	291,866,844	292,417,542	297,873,656	-2.0	-0.2
Food Stores	98,903,864	99,822,281	105,217,102	-6.0	-0.9
Apparel	65,125,831	63,110,845	54,927,944	18.6	3.2
Eating and Drinking Places	267,634,225	262,532,517	234,699,691	14.0	1.9
Drug Stores	17,862,478	17,912,613	19,530,453	-8.5	-0.3
Liquor Stores	18,685,480	18,662,135	18,525,097	0.9	0.1
Miscellaneous Nondurables	93,321,568	92,311,748	88,067,567	6.0	1.1
Gasoline	83,728,502	112,299,227	76,400,995	9.6	-25.4
Total Retail Trade	1,364,658,321	1,377,293,402	1,245,698,687	9.5	-0.9
TULSA MSA					
Durable Goods	258,451,766	254,895,665	226,580,325	14.1	1.4
Lumber, Building Materials and Hardware	100,978,409	99,558,783	88,790,791	13.7	1.4
Auto Accessories and Repair	36,204,780	35,946,617	34,294,186	5.6	0.7
Furniture	27,067,851	26,770,966	23,726,421	14.1	1.1
Computer, Electronics and Music Stores	37,733,538	36,982,226	30,921,721	22.0	2.0
Miscellaneous Durables	50,708,262	49,955,733	44,030,720	15.2	1.5
Used Merchandise	5,758,927	5,681,340	4,816,487	19.6	1.4
Nondurable Goods	775,683,700	772,358,676	661,728,107	17.2	0.4
General Merchandise	236,335,797	234,113,730	218,129,406	8.3	0.9
Food Stores	105,471,373	105,242,948	105,309,845	0.2	0.2
Apparel	38,007,034	37,143,459	29,065,196	30.8	2.3
Eating and Drinking Places	197,378,778	193,922,048	158,751,236	24.3	1.8
Drug Stores	11,936,099	11,956,495	12,354,645	-3.4	-0.2
Liquor Stores	13,957,319	13,945,713	13,857,825	0.7	0.1
Miscellaneous Nondurables	51,408,321	51,015,765	46,646,956	10.2	0.8
Gasoline	121,188,980	125,018,518	77,612,999	56.1	-3.1
Total Retail Trade	1,034,135,466	1,027,254,342	888,308,432	16.4	0.7

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

	July 2021	June 2021	July 2020	Percentage Change	
				Jul '21 Jul '20	Jul '21 Jun '21
LAWTON MSA					
Durable Goods	24,433,265	24,120,907	22,424,182	9.0	1.3
Lumber, Building Materials and Hardware	10,013,411	9,920,980	9,844,868	1.7	0.9
Auto Accessories and Repair	4,578,462	4,530,085	4,246,918	7.8	1.1
Furniture	2,189,035	2,150,379	1,878,835	16.5	1.8
Computer, Electronics and Music Stores	2,378,520	2,353,276	2,165,063	9.9	1.1
Miscellaneous Durables	4,908,039	4,800,524	3,935,085	24.7	2.2
Used Merchandise	365,796	365,663	353,413	3.5	0.0
Nondurable Goods	83,189,515	82,512,169	71,769,831	15.9	0.8
General Merchandise	33,117,185	32,774,028	30,955,365	7.0	1.0
Food Stores	6,149,351	6,133,017	6,279,975	-2.1	0.3
Apparel	4,548,124	4,409,073	3,100,456	46.7	3.2
Eating and Drinking Places	21,681,993	21,307,767	17,805,148	21.8	1.8
Drug Stores	913,411	923,542	1,074,615	-15.0	-1.1
Liquor Stores	1,338,595	1,332,959	1,361,961	-1.7	0.4
Miscellaneous Nondurables	6,165,439	6,063,267	5,252,062	17.4	1.7
Gasoline	9,275,415	9,568,516	5,940,250	56.1	-3.1
Total Retail Trade	107,622,779	106,633,076	94,194,013	14.3	0.9
ENID MICROSA					
Durable Goods	15,726,819	15,547,878	14,251,265	10.4	1.2
Lumber, Building Materials and Hardware	6,616,451	6,546,671	5,955,393	11.1	1.1
Auto Accessories and Repair	3,402,354	3,383,164	3,262,139	4.3	0.6
Furniture	1,022,206	1,001,777	847,183	20.7	2.0
Computer, Electronics and Music Stores	1,591,473	1,561,168	1,279,070	24.4	1.9
Miscellaneous Durables	2,712,208	2,683,638	2,588,692	4.8	1.1
Used Merchandise	382,127	371,460	318,788	19.9	2.9
Nondurable Goods	51,579,635	51,373,425	45,052,366	14.5	0.4
General Merchandise	17,401,148	17,123,614	14,918,184	16.6	1.6
Food Stores	6,760,361	6,804,189	7,424,717	-8.9	-0.6
Apparel	2,951,089	2,884,544	2,299,109	28.4	2.3
Eating and Drinking Places	11,662,226	11,553,550	10,491,028	11.2	0.9
Drug Stores	912,134	918,940	999,482	-8.7	-0.7
Liquor Stores	640,222	645,738	708,361	-9.6	-0.9
Miscellaneous Nondurables	3,713,242	3,665,401	3,383,151	9.8	1.3
Gasoline	7,539,213	7,777,450	4,828,334	56.1	-3.1
Total Retail Trade	67,306,453	66,921,303	59,303,631	13.5	0.6

This OU July Report of the OTC August distribution of sales tax collections by the Oklahoma Tax Commission primarily represents local tax receipts from June business. The monies they reported this period represent Sales from June 16th to 30th and Estimated Sales from July 1st to July 15th.

Visit <http://origins.ou.edu/> for detailed information on Adjusted Retail Trade data methodology

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
TOTAL	2,885,245,044	2,841,170,763	2,480,466,033	16.32	1.55

This OU July Report of the OTC August distribution of sales tax collections by the Okla Tax Commission primarily represents local tax receipts from June business. The monies they reported this period represent Sales from June 16th to 30th and Estimated Sales from July 1st to July 15th.

Visit <http://origins.ou.edu/> for detailed information on Adjusted Retail Trade data methodology

CENTER FOR ECONOMIC AND MANAGEMENT RESEARCH



University of Oklahoma
307 W. Brooks, Room 4
Norman, OK. 73019-4002

Disclaimer

While the University of Oklahoma strives to make the information on its website and publications as timely and accurate as possible, we make no claims, promises, or guarantees about the accuracy, completeness or adequacy of the contents, and expressly disclaim liability for errors and omissions in the contents. No warranty of any kind, implied, expressed, or statutory, including but not limited to the warranties of non-infringement of third party rights, title, merchantability, fitness for a particular purpose or freedom from computer virus, is given with respect to the contents of this website or its links to other Internet resources. Reference in this site to any specific commercial or non commercial product, process, or service, or the use of any trade, firm or corporation name is for the information and convenience of the public, and does not constitute endorsement, recommendation, or favoring by the University of Oklahoma.



EQUAL OPPORTUNITY STATEMENT

The University of Oklahoma, in compliance with all applicable federal and state laws and regulations, does not discriminate on the basis of race, color, national origin, sex, sexual orientation, genetic information, gender identity, gender expression, age, religion, disability, political beliefs, or status as a veteran in any of its policies, practices or procedures. This includes, but is not limited to: admissions, employment, financial aid and educational services. Inquiries regarding non-discrimination policies may be directed to: Bobby J. Mason, University Equal Opportunity Officer and Title IX Coordinator, (405) 325-3546, bjm@ou.edu, or visit www.ou.edu/eoo.

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