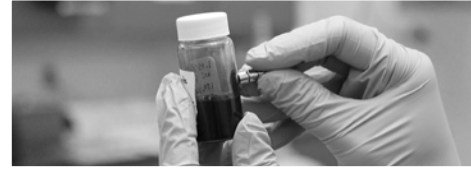




The UNIVERSITY of OKLAHOMA
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Center for Economic &
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OKLAHOMA BUSINESS BULLETIN

Since 1928



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

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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

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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.

OU OBB Business Briefs

Major Economic Indicators

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

Survey of Current Business

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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

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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's Medical Marijuana Industry Boomed In 2020

[KGOU](#)

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](#)

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ADJUSTED RETAIL TRADE FOR METRO AREAS AND STATE

	June 2021	May 2021	June 2020	Percentage Change	
				Jun '21 Jun '20	Jun '21 May '21
OKLAHOMA					
Durable Goods	896,154,808	861,586,702	847,775,612	5.7	4.0
Lumber, Building Materials and Hardware	377,574,125	369,880,630	314,565,610	20.0	2.1
Auto Accessories and Repair	189,701,509	184,155,133	190,243,004	-0.3	3.0
Furniture	82,240,094	77,267,834	82,969,464	-0.9	6.4
Computer, Electronics and Music Stores	88,125,604	86,155,289	104,189,824	-15.4	2.3
Miscellaneous Durables	142,858,975	130,095,005	139,114,242	2.7	9.8
Used Merchandise	15,654,501	14,032,811	16,693,468	-6.2	11.6
Nondurable Goods	2,509,818,260	2,313,292,729	2,555,148,224	-1.8	8.5
General Merchandise	920,778,617	913,233,892	842,938,047	9.2	0.8
Food Stores	365,559,856	370,589,647	320,746,796	14.0	-1.4
Apparel	92,842,389	76,315,780	130,356,984	-28.8	21.7
Eating and Drinking Places	595,193,636	559,473,862	693,186,263	-14.1	6.4
Drug Stores	45,819,994	44,457,536	44,681,561	2.5	3.1
Liquor Stores	50,884,421	50,288,765	40,037,689	27.1	1.2
Miscellaneous Nondurables	190,156,203	183,081,896	155,852,515	22.0	3.9
Gasoline	248,583,144	115,851,351	327,348,369	-24.1	114.6
Total Retail Trade	3,405,973,068	3,174,879,431	3,402,923,836	0.1	7.3
Electronic Shopping	308,312,060	315,412,239	311,999,688	-1.2	-2.3
<i>Electronic Shopping (actual \$ collected at 5% of use tax)</i>	<i>15,415,603</i>	<i>15,770,612</i>	<i>15,599,984</i>	<i>-1.2</i>	<i>-2.3</i>
OKLAHOMA CITY MSA					
Durable Goods	406,407,638	399,040,854	336,541,161	20.8	1.8
Lumber, Building Materials and Hardware	163,436,776	161,127,875	140,976,208	15.9	1.4
Auto Accessories and Repair	69,200,529	69,104,661	66,929,634	3.4	0.1
Furniture	37,493,789	36,970,921	30,142,202	24.4	1.4
Computer, Electronics and Music Stores	40,462,709	39,706,550	32,583,640	24.2	1.9
Miscellaneous Durables	65,926,448	65,546,176	58,549,742	12.6	0.6
Used Merchandise (a)	29,887,387	26,584,670	7,359,735	306.1	12.4
Nondurable Goods	934,224,298	950,818,273	861,436,273	8.4	-1.7
General Merchandise	294,270,420	294,372,459	300,996,119	-2.2	0.0
Food Stores	98,771,172	99,716,478	108,103,635	-8.6	-0.9
Apparel	64,266,430	62,279,799	46,153,975	39.2	3.2
Eating and Drinking Places	260,195,859	255,945,778	218,255,694	19.2	1.7
Drug Stores	18,604,614	18,537,102	18,598,911	0.0	0.4
Liquor Stores	18,659,110	18,609,083	18,843,404	-1.0	0.3
Miscellaneous Nondurables	95,536,780	94,048,503	84,010,127	13.7	1.6
Gasoline	83,919,914	107,309,071	66,474,409	26.2	-21.8
Total Retail Trade	1,340,631,936	1,349,859,127	1,197,977,434	11.9	-0.7
TULSA MSA					
Durable Goods	248,184,471	245,712,764	217,196,711	14.3	1.0
Lumber, Building Materials and Hardware	98,650,745	97,454,803	87,994,578	12.1	1.2
Auto Accessories and Repair	35,069,549	34,948,005	33,168,732	5.7	0.3
Furniture	25,930,133	25,743,378	22,136,140	17.1	0.7
Computer, Electronics and Music Stores	35,837,463	35,279,336	29,015,074	23.5	1.6
Miscellaneous Durables	47,121,611	46,776,821	40,477,228	16.4	0.7
Used Merchandise	5,574,970	5,510,421	4,404,960	26.6	1.2
Nondurable Goods	760,163,261	731,358,722	638,852,712	19.0	3.9
General Merchandise	231,472,494	229,772,818	221,545,931	4.5	0.7
Food Stores	105,400,371	105,210,895	108,046,264	-2.4	0.2
Apparel	34,266,317	33,794,682	23,743,665	44.3	1.4
Eating and Drinking Places	188,333,061	185,639,801	148,954,845	26.4	1.5
Drug Stores	11,548,562	11,623,900	12,327,155	-6.3	-0.6
Liquor Stores	14,207,841	14,164,373	14,219,480	-0.1	0.3
Miscellaneous Nondurables	49,916,097	49,659,848	44,071,446	13.3	0.5
Gasoline	125,018,518	101,492,405	65,943,927	89.6	23.2
Total Retail Trade	1,008,347,732	977,071,486	856,049,423	17.8	3.2

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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)

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

ADJUSTED RETAIL TRADE FOR METRO AREAS AND STATE

	June 2021	May 2021	June 2020	Percentage Change	
				Jun '21 Jun '20	Jun '21 May '21
LAWTON MSA					
Durable Goods	23,225,595	23,064,679	21,711,896	7.0	0.7
Lumber, Building Materials and Hardware	9,621,225	9,587,641	9,755,250	-1.4	0.4
Auto Accessories and Repair	4,385,012	4,360,428	4,197,455	4.5	0.6
Furniture	2,070,459	2,045,286	1,718,687	20.5	1.2
Computer, Electronics and Music Stores	2,319,641	2,300,634	2,025,828	14.5	0.8
Miscellaneous Durables	4,468,825	4,409,982	3,696,824	20.9	1.3
Used Merchandise	360,433	360,708	317,853	13.4	-0.1
Nondurable Goods	80,638,370	78,182,463	69,456,484	16.1	3.1
General Merchandise	32,089,636	31,876,484	31,182,788	2.9	0.7
Food Stores	6,104,578	6,099,222	6,537,734	-6.6	0.1
Apparel	4,118,512	4,020,802	2,567,704	60.4	2.4
Eating and Drinking Places	20,574,839	20,306,180	16,670,799	23.4	1.3
Drug Stores	896,076	910,541	1,040,433	-13.9	-1.6
Liquor Stores	1,332,980	1,329,409	1,371,434	-2.8	0.3
Miscellaneous Nondurables	5,953,232	5,871,921	5,038,455	18.2	1.4
Gasoline	9,568,516	7,767,903	5,047,136	89.6	23.2
Total Retail Trade	103,863,965	101,247,142	91,168,380	13.9	2.6
ENID MICROSA					
Durable Goods	15,120,287	15,010,061	14,389,834	5.1	0.7
Lumber, Building Materials and Hardware	6,516,741	6,454,709	6,046,542	7.8	1.0
Auto Accessories and Repair	3,285,409	3,280,485	3,299,290	-0.4	0.2
Furniture	941,858	930,513	813,630	15.8	1.2
Computer, Electronics and Music Stores	1,539,500	1,513,069	1,245,760	23.6	1.7
Miscellaneous Durables	2,487,059	2,488,046	2,687,099	-7.4	0.0
Used Merchandise	349,720	343,239	297,513	17.5	1.9
Nondurable Goods	53,197,734	51,096,157	43,633,274	21.9	4.1
General Merchandise	19,858,694	19,258,535	15,212,301	30.5	3.1
Food Stores	6,802,145	6,849,374	7,633,105	-10.9	-0.7
Apparel	2,726,044	2,682,643	1,961,651	39.0	1.6
Eating and Drinking Places	11,002,880	10,966,059	9,878,713	11.4	0.3
Drug Stores	878,941	890,876	974,379	-9.8	-1.3
Liquor Stores	650,104	655,119	727,546	-10.6	-0.8
Miscellaneous Nondurables	3,501,476	3,479,671	3,143,181	11.4	0.6
Gasoline	7,777,450	6,313,881	4,102,397	89.6	23.2
Total Retail Trade	68,318,021	66,106,219	58,023,107	17.7	3.3

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ADJUSTED RETAIL TRADE FOR SELECTED CITIES

	June 2021	May 2021	June 2020	Percentage Change	
				Jun '21 Jun '20	Jun '21 May '21
Ada	33,560,149	33,178,735	29,958,478	12.0	1.1
Altus	22,235,709	21,966,855	19,781,692	12.4	1.2
Alva	7,190,867	7,126,197	6,525,764	10.2	0.9
Anadarko	6,232,469	6,158,896	5,791,815	7.6	1.2
Ardmore	49,385,810	48,742,878	42,485,812	16.2	1.3
Bartlesville	45,753,448	45,121,131	39,200,718	16.7	1.4
Blackwell	6,557,378	6,409,886	5,042,681	30.0	2.3
Broken Arrow	104,715,125	103,734,845	92,400,289	13.3	0.9
Chickasha	23,572,193	23,224,935	20,439,882	15.3	1.5
Clinton	8,623,568	8,509,013	7,524,960	14.6	1.3
Cushing	10,960,824	10,846,510	10,210,669	7.3	1.1
Del City	21,474,297	21,247,094	19,654,041	9.3	1.1
Duncan	28,107,574	27,759,810	24,478,529	14.8	1.3
Durant	33,210,054	32,789,420	28,886,315	15.0	1.3
Edmond	137,663,391	136,524,276	125,151,615	10.0	0.8
El Reno	16,571,005	16,289,009	13,581,104	22.0	1.7
Elk City	20,541,764	20,362,772	18,901,084	8.7	0.9
Enid	62,437,053	61,638,158	55,125,158	13.3	1.3
Guthrie	15,035,095	14,812,793	12,357,068	21.7	1.5
Guymon	15,615,439	15,343,936	12,640,383	23.5	1.8
Henryetta	7,516,693	7,373,943	6,145,460	22.3	1.9
Hobart	3,011,512	2,964,265	2,596,866	16.0	1.6
Holdenville	4,869,881	4,803,632	4,412,189	10.4	1.4
Hugo	9,811,977	9,605,724	7,925,360	23.8	2.1
Idabel	10,528,708	10,423,346	9,869,861	6.7	1.0
Lawton	85,072,187	84,169,413	75,940,255	12.0	1.1
McAlester	33,217,701	32,822,037	29,083,601	14.2	1.2
Miami	16,607,139	16,350,217	14,330,157	15.9	1.6
Midwest City	66,605,244	66,556,936	66,506,413	0.1	0.1
Moore	73,737,376	73,097,866	66,209,071	11.4	0.9
Muskogee	51,307,613	50,773,712	45,017,295	14.0	1.1
Norman	147,033,646	145,083,969	121,799,376	20.7	1.3
Oklahoma City	684,885,776	677,098,052	581,663,257	17.7	1.2
Okmulgee	17,587,155	17,061,202	12,757,777	37.9	3.1
Pauls Valley	13,036,314	12,787,650	10,399,374	25.4	1.9
Pawhuska	4,027,267	3,986,003	3,147,193	28.0	1.0
Ponca City	32,634,505	32,198,345	28,647,351	13.9	1.4
Poteau	17,362,300	17,136,269	15,381,575	12.9	1.3
Sand Springs	26,875,915	26,792,595	26,681,972	0.7	0.3
Sapulpa	21,811,673	21,517,350	18,968,702	15.0	1.4
Seminole	12,359,570	12,181,655	10,724,831	15.2	1.5
Shawnee	52,832,722	52,202,547	46,461,239	13.7	1.2
Stillwater	69,431,864	68,243,266	55,735,704	24.6	1.7
Tahlequah	31,947,016	31,507,653	27,742,534	15.2	1.4
Tulsa	560,283,955	553,521,406	472,919,270	18.5	1.2
Watonga	2,714,862	2,688,547	2,523,234	7.6	1.0
Weatherford	18,908,428	18,653,115	16,524,863	14.4	1.4
Wewoka	1,765,323	1,742,250	1,490,625	18.4	1.3
Woodward	21,912,924	21,712,909	20,205,136	8.5	0.9
TOTAL	2,769,140,457	2,736,843,022	2,391,948,599	15.77	1.18

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University of Oklahoma
307 W. Brooks, Room 4
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