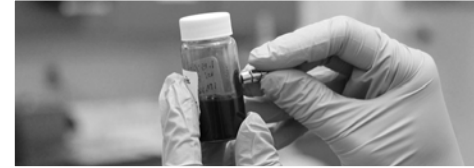




The UNIVERSITY of OKLAHOMA
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COLLEGE OF BUSINESS

Center for Economic &
Management Research



OKLAHOMA BUSINESS BULLETIN

Since 1928



*The Oklahoma Business Bulletin
Monthly Digest*

is published online monthly

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

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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.

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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

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Survey of Current Business

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Online shopping increases revenue throughout the state

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Note: comments by David Francis at Oklahoma Tax Commission

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

Oklahoma emerging as a leader in renewable energy

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

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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

	May 2021	April 2021	May 2020	Percentage Change	
				May '21 May '20	May '21 Apr '21
OKLAHOMA					
Durable Goods	861,586,702	831,123,643	851,443,111	1.2	3.7
Lumber, Building Materials and Hardware	369,880,630	354,662,094	314,594,064	17.6	4.3
Auto Accessories and Repair	184,155,133	179,534,809	192,679,367	-4.4	2.6
Furniture	77,267,834	74,505,547	82,490,576	-6.3	3.7
Computer, Electronics and Music Stores	86,155,289	85,295,106	104,599,934	-17.6	1.0
Miscellaneous Durables	130,095,005	123,383,479	140,293,507	-7.3	5.4
Used Merchandise	14,032,811	13,742,606	16,785,663	-16.4	2.1
Nondurable Goods	2,313,292,729	2,468,055,428	2,692,484,124	-14.1	-6.3
General Merchandise	913,233,892	901,657,558	849,437,664	7.5	1.3
Food Stores	370,589,647	371,325,061	320,247,216	15.7	-0.2
Apparel	76,315,780	75,935,921	133,382,874	-42.8	0.5
Eating and Drinking Places	559,473,862	556,980,706	694,040,475	-19.4	0.4
Drug Stores	44,457,536	44,128,049	44,934,463	-1.1	0.7
Liquor Stores	50,288,765	48,111,265	40,532,806	24.1	4.5
Miscellaneous Nondurables	183,081,896	177,379,863	153,382,692	19.4	3.2
Gasoline	115,851,351	292,537,005	456,525,934	-74.6	-60.4
Total Retail Trade	3,174,879,431	3,299,179,071	3,543,927,235	-10.4	-3.8
Electronic Shopping	315,412,239	427,295,524	289,975,828	8.8	-26.2
<i>Electronic Shopping (actual \$ collected at 5%</i>	<i>15,770,612</i>	<i>21,364,776</i>	<i>14,498,791</i>	<i>8.8</i>	<i>-26.2</i>
OKLAHOMA CITY MSA					
Durable Goods	387,989,006	382,268,297	325,340,604	19.3	1.5
Lumber, Building Materials and Hardware	157,921,235	156,132,397	141,300,890	11.8	1.1
Auto Accessories and Repair	67,963,105	67,984,466	65,175,632	4.3	0.0
Furniture	36,062,966	35,629,111	28,354,685	27.2	1.2
Computer, Electronics and Music Stores	38,514,435	37,934,446	31,572,030	22.0	1.5
Miscellaneous Durables	61,652,548	61,695,038	51,606,358	19.5	-0.1
Used Merchandise (a)	25,874,717	22,892,838	7,331,009	252.9	13.0
Nondurable Goods	917,844,441	940,477,260	828,129,962	10.8	-2.4
General Merchandise	297,945,962	297,331,746	298,227,328	-0.1	0.2
Food Stores	101,024,850	101,596,111	109,663,104	-7.9	-0.6
Apparel	60,146,872	58,816,877	37,964,987	58.4	2.3
Eating and Drinking Places	245,739,443	243,843,842	204,673,931	20.1	0.8
Drug Stores	19,178,661	19,014,853	17,590,438	9.0	0.9
Liquor Stores	18,942,647	18,813,415	18,867,099	0.4	0.7
Miscellaneous Nondurables	96,833,025	94,985,137	80,000,729	21.0	1.9
Gasoline	78,032,980	106,075,279	61,142,347	27.6	-26.4
Total Retail Trade	1,305,833,447	1,322,745,556	1,153,470,566	13.2	-1.3
TULSA MSA					
Durable Goods	239,491,366	237,767,168	206,681,350	15.9	0.7
Lumber, Building Materials and Hardware	94,715,321	93,945,794	86,554,886	9.4	0.8
Auto Accessories and Repair	34,354,151	34,296,787	31,766,832	8.1	0.2
Furniture	25,630,000	25,422,124	20,574,720	24.6	0.8
Computer, Electronics and Music Stores	34,426,050	33,971,746	27,696,192	24.3	1.3
Miscellaneous Durables	44,934,603	44,763,115	36,151,604	24.3	0.4
Used Merchandise	5,431,241	5,367,603	3,937,116	37.9	1.2
Nondurable Goods	721,230,397	754,441,522	587,691,627	22.7	-4.4
General Merchandise	224,915,613	224,061,032	220,367,596	2.1	0.4
Food Stores	104,070,647	104,135,511	109,759,103	-5.2	-0.1
Apparel	32,336,238	31,936,384	18,216,902	77.5	1.3
Eating and Drinking Places	183,327,088	180,762,483	140,469,427	30.5	1.4
Drug Stores	11,496,008	11,584,481	12,398,378	-7.3	-0.8
Liquor Stores	14,290,711	14,243,570	14,072,668	1.5	0.3
Miscellaneous Nondurables	49,301,687	49,027,261	41,674,605	18.3	0.6
Gasoline	101,492,405	138,690,800	30,732,949	230.2	-26.8
Total Retail Trade	960,721,763	992,208,690	794,372,977	20.9	-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

	May 2021	April 2021	May 2020	Percentage Change	
				May '21 May '20	May '21 Apr '21
LAWTON MSA					
Durable Goods	22,123,924	22,090,086	20,076,863	10.2	0.2
Lumber, Building Materials and Hardware	9,141,427	9,175,824	9,054,141	1.0	-0.4
Auto Accessories and Repair	4,194,332	4,192,952	4,078,216	2.8	0.0
Furniture	1,982,299	1,963,869	1,480,626	33.9	0.9
Computer, Electronics and Music Stores	2,287,865	2,268,961	1,838,135	24.5	0.8
Miscellaneous Durables	4,154,593	4,126,176	3,336,701	24.5	0.7
Used Merchandise	363,410	362,304	289,043	25.7	0.3
Nondurable Goods	76,384,927	78,828,713	63,706,187	19.9	-3.1
General Merchandise	30,857,865	30,809,562	30,056,339	2.7	0.2
Food Stores	6,000,962	6,019,193	6,659,540	-9.9	-0.3
Apparel	3,810,151	3,730,175	2,069,547	84.1	2.1
Eating and Drinking Places	19,975,241	19,732,491	15,544,516	28.5	1.2
Drug Stores	904,512	919,067	987,778	-8.4	-1.6
Liquor Stores	1,312,441	1,312,839	1,340,794	-2.1	0.0
Miscellaneous Nondurables	5,755,854	5,690,436	4,695,470	22.6	1.1
Gasoline	7,767,903	10,614,948	2,352,201	230.2	-26.8
Total Retail Trade	98,508,851	100,918,799	83,783,050	17.6	-2.4
ENID MICROSA					
Durable Goods	14,449,102	14,422,457	14,171,847	2.0	0.2
Lumber, Building Materials and Hardware	6,281,346	6,247,216	6,000,747	4.7	0.5
Auto Accessories and Repair	3,212,884	3,218,069	3,306,871	-2.8	-0.2
Furniture	891,766	885,444	723,252	23.3	0.7
Computer, Electronics and Music Stores	1,481,895	1,459,893	1,199,046	23.6	1.5
Miscellaneous Durables	2,260,834	2,294,499	2,673,952	-15.4	-1.5
Used Merchandise	320,376	317,335	267,979	19.6	1.0
Nondurable Goods	49,356,735	51,290,433	41,604,323	18.6	-3.8
General Merchandise	17,982,853	17,600,234	15,059,951	19.4	2.2
Food Stores	6,818,309	6,875,426	7,685,175	-11.3	-0.8
Apparel	2,562,765	2,528,812	1,517,933	68.8	1.3
Eating and Drinking Places	10,812,502	10,779,368	10,750,893	0.6	0.3
Drug Stores	880,652	892,779	945,427	-6.9	-1.4
Liquor Stores	654,939	660,369	742,780	-11.8	-0.8
Miscellaneous Nondurables	3,330,834	3,325,437	2,990,256	11.4	0.2
Gasoline	6,313,881	8,628,008	1,911,908	230.2	-26.8
Total Retail Trade	63,805,837	65,712,890	55,776,170	14.4	-2.9

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ADJUSTED RETAIL TRADE FOR SELECTED CITIES

	May 2021	April 2021	May 2020	Percentage Change	
				May '21 May '20	May '21 Apr '21
Ada	32,151,049	31,920,263	29,048,838	10.7	0.7
Altus	21,485,088	21,294,005	19,247,467	11.6	0.9
Alva	6,953,718	6,913,128	6,742,052	3.1	0.6
Anadarko	5,931,040	5,895,999	5,717,703	3.7	0.6
Ardmore	47,547,913	47,072,878	40,691,411	16.8	1.0
Bartlesville	43,819,565	43,373,469	38,015,574	15.3	1.0
Blackwell	6,277,935	6,152,738	4,880,225	28.6	2.0
Broken Arrow	102,220,956	101,417,378	89,279,319	14.5	0.8
Chickasha	22,554,831	22,314,854	20,107,341	12.2	1.1
Clinton	8,223,035	8,150,501	7,340,216	12.0	0.9
Cushing	10,529,945	10,469,329	10,115,578	4.1	0.6
Del City	20,603,106	20,476,997	19,315,798	6.7	0.6
Duncan	26,827,911	26,609,001	23,494,925	14.2	0.8
Durant	31,723,848	31,452,862	28,087,602	12.9	0.9
Edmond	134,552,149	133,685,859	122,274,700	10.0	0.6
El Reno	16,012,815	15,774,299	13,579,499	17.9	1.5
Elk City	19,687,273	19,604,246	18,372,220	7.2	0.4
Enid	59,073,936	58,647,270	54,868,036	7.7	0.7
Guthrie	14,633,131	14,433,050	11,985,973	22.1	1.4
Guymon	14,961,694	14,744,403	12,398,005	20.7	1.5
Henryetta	7,132,934	7,028,078	6,063,113	17.6	1.5
Hobart	2,908,976	2,872,102	2,563,276	13.5	1.3
Holdenville	4,653,544	4,613,722	4,343,237	7.1	0.9
Hugo	9,526,963	9,343,928	7,659,692	24.4	2.0
Idabel	10,024,832	9,983,045	9,494,382	5.6	0.4
Lawton	81,167,195	80,678,365	71,229,167	14.0	0.6
McAlester	31,907,564	31,640,160	28,093,470	13.6	0.8
Miami	15,867,543	15,689,275	13,824,374	14.8	1.1
Midwest City	65,562,779	65,584,044	63,618,898	3.1	0.0
Moore	71,632,610	71,179,571	63,342,454	13.1	0.6
Muskogee	49,311,487	48,963,012	42,853,976	15.1	0.7
Norman	142,346,063	140,696,847	115,976,686	22.7	1.2
Oklahoma City	660,651,455	654,697,513	555,669,851	18.9	0.9
Okmulgee	16,524,850	16,099,624	12,483,361	32.4	2.6
Pauls Valley	12,484,290	12,281,433	10,107,897	23.5	1.7
Pawhuska	4,194,177	4,119,371	3,014,089	39.2	1.8
Ponca City	31,291,161	30,996,735	27,751,956	12.8	0.9
Poteau	16,698,812	16,544,092	14,958,148	11.6	0.9
Sand Springs	26,731,504	26,669,210	26,120,065	2.3	0.2
Sapulpa	21,038,768	20,819,924	18,590,648	13.2	1.1
Seminole	11,886,548	11,756,891	10,560,258	12.6	1.1
Shawnee	50,361,517	49,988,530	43,907,449	14.7	0.7
Stillwater	66,428,134	65,479,314	53,544,439	24.1	1.4
Tahlequah	30,494,075	30,205,679	26,502,707	15.1	1.0
Tulsa	539,842,933	534,648,963	456,695,651	18.2	1.0
Watonga	2,639,162	2,621,842	2,524,400	4.5	0.7
Weatherford	17,988,926	17,832,096	16,124,271	11.6	0.9
Wewoka	1,699,777	1,682,063	1,481,060	14.8	1.1
Woodward	21,114,041	21,004,620	19,642,985	7.5	0.5
TOTAL	2,669,883,553	2,646,122,577	2,304,304,441	15.87	0.90

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