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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

|   | July 2022            | June 2022            | July 2021            | Percentage Change  |                    |
|---|----------------------|----------------------|----------------------|--------------------|--------------------|
|   |                      |                      |                      | Jul '22<br>Jul '21 | Jul '22<br>Jun '22 |
| <b>OKLAHOMA</b>   |                      |                      |                      |                    |                    |
| <b>Durable Goods</b>  | <b>1,140,533,145</b> | <b>1,131,596,870</b> | <b>1,062,038,869</b> | 7.4                | 0.8                |
| Lumber, Building Materials and Hardware                           | 503,232,750          | 498,411,726          | 446,178,031          | 12.8               | 1.0                |
| Auto Accessories and Repair                                       | 238,387,202          | 238,008,920          | 206,524,994          | 15.4               | 0.2                |
| Furniture   | 102,895,982          | 100,102,036          | 108,505,182          | -5.2               | 2.8                |
| Computer, Electronics and Music Stores                            | 108,127,325          | 107,640,508          | 103,402,481          | 4.6                | 0.5                |
| Miscellaneous Durables  | 165,636,372          | 165,366,737          | 178,775,507          | -7.3               | 0.2                |
| Used Merchandise  | 22,253,514           | 22,066,945           | 18,652,673           | 19.3               | 0.8                |
| <b>Nondurable Goods</b>   | <b>3,207,705,575</b> | <b>3,524,692,836</b> | <b>3,013,614,946</b> | 6.4                | -9.0               |
| General Merchandise   | 975,849,690          | 975,638,879          | 945,531,052          | 3.2                | 0.0                |
| Food Stores   | 368,934,355          | 370,180,493          | 348,982,863          | 5.7                | -0.3               |
| Apparel   | 143,421,632          | 141,141,157          | 144,947,076          | -1.1               | 1.6                |
| Eating and Drinking Places  | 843,876,547          | 838,938,123          | 795,700,394          | 6.1                | 0.6                |
| Drug Stores   | 43,350,980           | 44,077,852           | 48,775,494           | -11.1              | -1.6               |
| Liquor Stores   | 47,908,493           | 48,470,301           | 48,454,010           | -1.1               | -1.2               |
| Miscellaneous Nondurables   | 216,302,543          | 216,192,766          | 224,388,392          | -3.6               | 0.1                |
| Gasoline  | 568,061,335          | 890,053,265          | 456,835,665          | 24.3               | -36.2              |
| <b>Total Retail Trade</b>   | <b>4,348,238,720</b> | <b>4,656,289,707</b> | <b>4,075,653,815</b> | 6.7                | -6.6               |
| <b>(!) Electronic Shopping</b>                                    | <b>340,794,489</b>   | <b>370,477,012</b>   | <b>356,358,517</b>   | -4.4               | -8.0               |
| <i>Electronic Shopping (actual \$ collected at 5% of use tax)</i> | <i>17,039,724</i>    | <i>18,523,851</i>    | <i>17,817,926</i>    | <i>-4.4</i>        | <i>-8.0</i>        |
| <b>OKLAHOMA CITY MSA</b>  |                      |                      |                      |                    |                    |
| <b>Durable Goods</b>  | <b>435,917,965</b>   | <b>434,217,957</b>   | <b>423,529,147</b>   | 2.9                | 0.4                |
| Lumber, Building Materials and Hardware                           | 175,930,072          | 175,699,276          | 168,792,034          | 4.2                | 0.1                |
| Auto Accessories and Repair                                       | 84,852,290           | 83,806,314           | 72,119,016           | 17.7               | 1.2                |
| Furniture   | 41,239,602           | 40,563,055           | 41,156,609           | 0.2                | 1.7                |
| Computer, Electronics and Music Stores                            | 37,298,704           | 37,458,721           | 40,608,578           | -8.2               | -0.4               |
| Miscellaneous Durables  | 69,386,172           | 69,448,553           | 74,943,619           | -7.4               | -0.1               |
| Used Merchandise (a)  | 27,211,126           | 27,242,037           | 25,909,291           | 5.0                | -0.1               |
| <b>Nondurable Goods</b>   | <b>1,076,867,698</b> | <b>1,123,864,659</b> | <b>1,066,801,166</b> | 0.9                | -4.2               |
| General Merchandise   | 334,013,095          | 330,617,871          | 297,875,548          | 12.1               | 1.0                |
| Food Stores   | 90,984,420           | 92,877,710           | 107,884,394          | -15.7              | -2.0               |
| Apparel   | 78,206,769           | 77,176,926           | 69,324,167           | 12.8               | 1.3                |
| Eating and Drinking Places  | 324,191,049          | 322,982,894          | 332,640,618          | -2.5               | 0.4                |
| Drug Stores   | 18,989,754           | 19,012,991           | 18,980,443           | 0.0                | -0.1               |
| Liquor Stores   | 19,856,427           | 19,745,925           | 18,776,733           | 5.8                | 0.6                |
| Miscellaneous Nondurables   | 85,061,011           | 86,354,973           | 92,424,763           | -8.0               | -1.5               |
| Gasoline  | 125,565,172          | 175,095,370          | 128,894,500          | -2.6               | -28.3              |
| <b>Total Retail Trade</b>   | <b>1,512,785,662</b> | <b>1,558,082,616</b> | <b>1,490,330,314</b> | 1.5                | -2.9               |
| <b>TULSA MSA</b>  |                      |                      |                      |                    |                    |
| <b>Durable Goods</b>  | <b>264,682,988</b>   | <b>263,060,105</b>   | <b>249,176,614</b>   | 6.2                | 0.6                |
| Lumber, Building Materials and Hardware                           | 108,615,013          | 107,317,097          | 92,414,811           | 17.5               | 1.2                |
| Auto Accessories and Repair                                       | 43,986,989           | 43,379,058           | 36,274,131           | 21.3               | 1.4                |
| Furniture   | 23,901,737           | 24,076,944           | 28,254,421           | -15.4              | -0.7               |
| Computer, Electronics and Music Stores                            | 35,082,109           | 35,046,573           | 35,879,869           | -2.2               | 0.1                |
| Miscellaneous Durables  | 46,031,431           | 46,308,505           | 50,821,939           | -9.4               | -0.6               |
| Used Merchandise  | 7,065,710            | 6,931,928            | 5,531,443            | 27.7               | 1.9                |
| <b>Nondurable Goods</b>   | <b>834,458,164</b>   | <b>918,131,482</b>   | <b>791,648,140</b>   | 5.4                | -9.1               |
| General Merchandise   | 246,604,545          | 245,225,570          | 222,056,023          | 11.1               | 0.6                |
| Food Stores   | 105,382,682          | 105,945,219          | 116,563,763          | -9.6               | -0.5               |
| Apparel   | 40,703,725           | 40,355,894           | 36,120,783           | 12.7               | 0.9                |
| Eating and Drinking Places  | 217,135,321          | 216,582,428          | 217,695,770          | -0.3               | 0.3                |
| Drug Stores   | 12,390,897           | 12,465,018           | 12,477,890           | -0.7               | -0.6               |
| Liquor Stores   | 14,067,235           | 13,971,895           | 14,237,130           | -1.2               | 0.7                |
| Miscellaneous Nondurables   | 47,478,928           | 47,472,880           | 51,307,800           | -7.5               | 0.0                |
| Gasoline  | 150,694,831          | 236,112,579          | 121,188,980          | 24.3               | -36.2              |
| <b>Total Retail Trade</b>   | <b>1,099,141,152</b> | <b>1,181,191,587</b> | <b>1,040,824,754</b> | 5.6                | -6.9               |

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(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

|   | July 2022          | June 2022          | July 2021          | Percentage Change  |                    |
|---|--------------------|--------------------|--------------------|--------------------|--------------------|
|   |                    |                    |                    | Jul '22<br>Jul '21 | Jul '22<br>Jun '22 |
| <b>LAWTON MSA</b>                       |                    |                    |                    |                    |                    |
| <b>Durable Goods</b>                    | <b>25,018,008</b>  | <b>24,875,673</b>  | <b>23,350,061</b>  | 7.1                | 0.6                |
| Lumber, Building Materials and Hardware | 11,108,035         | 10,981,908         | 9,385,019          | 18.4               | 1.1                |
| Auto Accessories and Repair             | 5,399,942          | 5,344,072          | 4,419,413          | 22.2               | 1.0                |
| Furniture                               | 1,733,332          | 1,731,191          | 2,068,515          | -16.2              | 0.1                |
| Computer, Electronics and Music Stores  | 2,563,468          | 2,537,930          | 2,252,769          | 13.8               | 1.0                |
| Miscellaneous Durables                  | 3,736,037          | 3,812,991          | 4,855,135          | -23.0              | -2.0               |
| Used Merchandise                        | 477,193            | 467,582            | 369,210            | 29.2               | 2.1                |
| <b>Nondurable Goods</b>                 | <b>83,450,929</b>  | <b>90,056,673</b>  | <b>82,008,332</b>  | 1.8                | -7.3               |
| General Merchandise                     | 32,800,440         | 32,607,647         | 29,619,839         | 10.7               | 0.6                |
| Food Stores                             | 5,968,175          | 6,022,039          | 7,042,058          | -15.2              | -0.9               |
| Apparel                                 | 4,098,152          | 4,080,244          | 3,833,499          | 6.9                | 0.4                |
| Eating and Drinking Places              | 20,776,926         | 21,052,589         | 24,196,293         | -14.1              | -1.3               |
| Drug Stores                             | 772,370            | 793,692            | 957,702            | -19.4              | -2.7               |
| Liquor Stores                           | 1,330,424          | 1,328,734          | 1,357,598          | -2.0               | 0.1                |
| Miscellaneous Nondurables               | 6,170,744          | 6,100,430          | 5,725,927          | 7.8                | 1.2                |
| Gasoline                                | 11,533,698         | 18,071,299         | 9,275,415          | 24.3               | -36.2              |
| <b>Total Retail Trade</b>               | <b>108,468,937</b> | <b>114,932,346</b> | <b>105,358,393</b> | 3.0                | -5.6               |
| <b>ENID MICROSA</b>                     |                    |                    |                    |                    |                    |
| <b>Durable Goods</b>                    | <b>10,223,979</b>  | <b>13,756,978</b>  | <b>15,063,082</b>  | -32.1              | -25.7              |
| Lumber, Building Materials and Hardware | 4,364,868          | 5,811,283          | 6,314,287          | -30.9              | -24.9              |
| Auto Accessories and Repair             | 2,689,065          | 3,629,405          | 3,517,384          | -23.5              | -25.9              |
| Furniture                               | 616,279            | 791,891            | 943,831            | -34.7              | -22.2              |
| Computer, Electronics and Music Stores  | 810,499            | 1,142,084          | 1,391,757          | -41.8              | -29.0              |
| Miscellaneous Durables                  | 1,522,930          | 2,079,895          | 2,553,359          | -40.4              | -26.8              |
| Used Merchandise                        | 220,339            | 302,421            | 342,463            | -35.7              | -27.1              |
| <b>Nondurable Goods</b>                 | <b>50,389,078</b>  | <b>55,738,136</b>  | <b>46,864,950</b>  | 7.5                | -9.6               |
| General Merchandise                     | 15,472,214         | 15,367,451         | 10,122,364         | 52.9               | 0.7                |
| Food Stores                             | 6,616,051          | 6,655,257          | 7,627,359          | -13.3              | -0.6               |
| Apparel                                 | 2,994,500          | 2,975,366          | 2,638,005          | 13.5               | 0.6                |
| Eating and Drinking Places              | 11,284,113         | 11,403,696         | 13,968,803         | -19.2              | -1.0               |
| Drug Stores                             | 954,520            | 960,522            | 955,787            | -0.1               | -0.6               |
| Liquor Stores                           | 677,755            | 672,302            | 628,793            | 7.8                | 0.8                |
| Miscellaneous Nondurables               | 3,015,143          | 3,014,889          | 3,384,628          | -10.9              | 0.0                |
| Gasoline                                | 9,374,783          | 14,688,654         | 7,539,213          | 24.3               | -36.2              |
| <b>Total Retail Trade</b>               | <b>60,613,057</b>  | <b>69,495,115</b>  | <b>61,928,032</b>  | -2.1               | -12.8              |

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**ADJUSTED RETAIL TRADE FOR SELECTED CITIES**

|               | July 2022            | June 2022            | July 2021            | Percentage Change  |                    |
|---------------|----------------------|----------------------|----------------------|--------------------|--------------------|
|               |                      |                      |                      | Jul '22<br>Jul '21 | Jul '22<br>Jun '22 |
| Ada           | 37,037,213           | 36,771,382           | 33,502,106           | 10.6               | 0.7                |
| Altus         | 25,006,180           | 24,827,773           | 22,257,946           | 12.3               | 0.7                |
| Alva          | 8,122,524            | 8,071,883            | 7,913,964            | 2.6                | 0.6                |
| Anadarko      | 6,796,548            | 6,756,801            | 6,377,007            | 6.6                | 0.6                |
| Ardmore       | 55,476,229           | 54,990,145           | 50,576,805           | 9.7                | 0.9                |
| Bartlesville  | 49,215,093           | 48,911,909           | 46,635,911           | 5.5                | 0.6                |
| Blackwell     | 7,904,121            | 7,762,893            | 6,591,878            | 19.9               | 1.8                |
| Broken Arrow  | 117,606,175          | 116,736,561          | 107,403,966          | 9.5                | 0.7                |
| Chickasha     | 25,163,420           | 24,992,852           | 23,755,057           | 5.9                | 0.7                |
| Clinton       | 9,912,121            | 9,819,883            | 9,252,272            | 7.1                | 0.9                |
| Cushing       | 11,910,456           | 11,787,141           | 10,658,752           | 11.7               | 1.0                |
| Del City      | 22,041,522           | 21,967,654           | 21,130,060           | 4.3                | 0.3                |
| Duncan        | 32,524,484           | 32,148,255           | 28,484,684           | 14.2               | 1.2                |
| Durant        | 36,968,703           | 36,626,244           | 33,022,187           | 12.0               | 0.9                |
| Edmond        | 150,281,673          | 149,070,042          | 139,117,102          | 8.0                | 0.8                |
| El Reno       | 19,509,316           | 19,300,263           | 17,303,208           | 12.7               | 1.1                |
| Elk City      | 23,815,955           | 23,571,890           | 21,306,269           | 11.8               | 1.0                |
| Enid          | 62,937,696           | 62,604,141           | 57,078,748           | 10.3               | 0.5                |
| Guthrie       | 17,719,191           | 17,483,988           | 14,953,078           | 18.5               | 1.3                |
| Guymon        | 19,416,905           | 19,094,944           | 15,836,539           | 22.6               | 1.7                |
| Henryetta     | 8,542,005            | 8,421,323            | 7,256,396            | 17.7               | 1.4                |
| Hobart        | 3,416,557            | 3,368,698            | 2,953,820            | 15.7               | 1.4                |
| Holdenville   | 5,291,260            | 5,241,664            | 4,706,250            | 12.4               | 0.9                |
| Hugo          | 9,369,172            | 9,319,551            | 8,664,621            | 8.1                | 0.5                |
| Idabel        | 12,070,758           | 11,924,017           | 10,369,094           | 16.4               | 1.2                |
| Lawton        | 89,849,339           | 89,498,207           | 89,103,903           | 0.8                | 0.4                |
| McAlester     | 37,854,499           | 37,377,522           | 33,128,889           | 14.3               | 1.3                |
| Miami         | 18,359,940           | 18,175,969           | 16,332,679           | 12.4               | 1.0                |
| Midwest City  | 71,775,927           | 71,505,813           | 70,166,101           | 2.3                | 0.4                |
| Moore         | 86,767,277           | 86,128,308           | 76,747,836           | 13.1               | 0.7                |
| Muskogee      | 53,498,242           | 53,298,287           | 52,554,256           | 1.8                | 0.4                |
| Norman        | 159,784,325          | 160,077,824          | 166,089,003          | -3.8               | -0.2               |
| Oklahoma City | 792,081,717          | 785,021,174          | 736,925,236          | 7.5                | 0.9                |
| Okmulgee      | 15,982,031           | 16,122,953           | 14,706,764           | 8.7                | -0.9               |
| Pauls Valley  | 15,174,161           | 14,959,007           | 13,038,273           | 16.4               | 1.4                |
| Pawhuska      | 4,795,006            | 4,790,024            | 4,906,681            | -2.3               | 0.1                |
| Ponca City    | 33,663,817           | 33,473,215           | 31,896,408           | 5.5                | 0.6                |
| Poteau        | 18,823,188           | 18,677,044           | 16,989,205           | 10.8               | 0.8                |
| Sand Springs  | 32,178,076           | 31,746,993           | 29,899,422           | 7.6                | 1.4                |
| Sapulpa       | 24,270,165           | 24,033,200           | 21,780,658           | 11.4               | 1.0                |
| Seminole      | 13,781,114           | 13,596,897           | 11,682,386           | 18.0               | 1.4                |
| Shawnee       | 56,747,585           | 56,193,869           | 52,402,554           | 8.3                | 1.0                |
| Stillwater    | 76,217,228           | 75,746,051           | 70,500,894           | 8.1                | 0.6                |
| Tahlequah     | 34,558,589           | 34,380,870           | 33,057,017           | 4.5                | 0.5                |
| Tulsa         | 639,613,708          | 633,877,763          | 587,460,996          | 8.9                | 0.9                |
| Watonga       | 3,247,876            | 3,208,861            | 2,795,693            | 16.2               | 1.2                |
| Weatherford   | 21,563,784           | 21,419,660           | 19,653,578           | 9.7                | 0.7                |
| Wewoka        | 2,099,955            | 2,053,594            | 1,639,514            | 28.1               | 2.3                |
| Woodward      | 26,050,906           | 25,715,226           | 22,601,236           | 15.3               | 1.3                |
| <b>TOTAL</b>  | <b>3,106,793,732</b> | <b>3,082,650,231</b> | <b>2,883,166,905</b> | <b>7.76</b>        | <b>0.78</b>        |

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