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Adjusted Retail Sales
(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

	June 2022	May 2022	June 2021	Percentage Change	
				Jun '22 Jun '21	Jun '22 May '22
OKLAHOMA					
Durable Goods	1,134,330,981	1,124,558,573	1,076,848,525	5.3	0.9
Lumber, Building Materials and Hardware	509,960,655	503,041,401	447,811,591	13.9	1.4
Auto Accessories and Repair	235,084,534	235,565,420	206,667,005	13.8	-0.2
Furniture	96,846,766	94,934,757	110,731,252	-12.5	2.0
Computer, Electronics and Music Stores	109,243,673	108,082,638	106,882,037	2.2	1.1
Miscellaneous Durables	160,958,850	161,020,260	185,654,271	-13.3	0.0
Used Merchandise	22,236,504	21,914,098	19,102,369	16.4	1.5
Nondurable Goods	3,509,529,111	3,175,334,400	3,035,995,797	15.6	10.5
General Merchandise	967,738,925	969,439,534	947,918,658	2.1	-0.2
Food Stores	371,402,494	372,264,132	346,088,154	7.3	-0.2
Apparel	138,359,414	136,497,390	150,972,574	-8.4	1.4
Eating and Drinking Places	832,078,677	828,270,181	793,699,699	4.8	0.5
Drug Stores	44,429,082	45,040,349	48,099,080	-7.6	-1.4
Liquor Stores	49,542,964	49,761,517	48,492,437	2.2	-0.4
Miscellaneous Nondurables	215,924,290	215,783,897	229,453,651	-5.9	0.1
Gasoline	890,053,265	558,277,400	471,271,545	88.9	59.4
Total Retail Trade	4,643,860,092	4,299,892,973	4,112,844,322	12.9	8.0
(!) Electronic Shopping	370,477,012	330,788,124	308,312,060	20.2	12.0
<i>Electronic Shopping (actual \$ collected at 5% of use tax)</i>	<i>18,523,851</i>	<i>16,539,406</i>	<i>15,415,603</i>	<i>20.2</i>	<i>12.0</i>
OKLAHOMA CITY MSA					
Durable Goods	432,443,676	431,082,348	427,358,633	1.2	0.3
Lumber, Building Materials and Hardware	179,767,718	178,929,083	166,123,107	8.2	0.5
Auto Accessories and Repair	83,365,515	82,370,513	73,765,137	13.0	1.2
Furniture	38,492,607	38,257,493	41,380,264	-7.0	0.6
Computer, Electronics and Music Stores	37,137,562	37,369,307	41,686,639	-10.9	-0.6
Miscellaneous Durables	66,490,646	67,032,058	78,269,584	-15.0	-0.8
Used Merchandise (a)	27,189,628	27,123,893	26,133,902	4.0	0.2
Nondurable Goods	1,102,852,908	1,125,976,422	1,067,176,017	3.3	-2.1
General Merchandise	327,798,975	325,037,934	300,935,020	8.9	0.8
Food Stores	91,628,798	93,669,220	106,940,815	-14.3	-2.2
Apparel	78,106,467	76,826,809	71,693,367	8.9	1.7
Eating and Drinking Places	344,432,562	339,229,636	324,402,019	6.2	1.5
Drug Stores	19,074,787	19,089,461	19,040,846	0.2	-0.1
Liquor Stores	19,456,668	19,374,343	19,891,835	-2.2	0.4
Miscellaneous Nondurables	82,548,097	84,351,165	97,255,389	-15.1	-2.1
Gasoline	139,806,553	168,397,853	127,016,726	10.1	-17.0
Total Retail Trade	1,535,296,584	1,557,058,770	1,494,534,650	2.7	-1.4
TULSA MSA					
Durable Goods	263,467,234	261,883,647	255,605,143	3.1	0.6
Lumber, Building Materials and Hardware	110,205,465	108,532,294	94,228,783	17.0	1.5
Auto Accessories and Repair	43,796,442	43,126,846	36,733,629	19.2	1.6
Furniture	22,691,016	23,090,605	28,900,641	-21.5	-1.7
Computer, Electronics and Music Stores	34,485,656	34,548,057	37,151,703	-7.2	-0.2
Miscellaneous Durables	45,279,613	45,718,608	52,835,928	-14.3	-1.0
Used Merchandise	7,009,042	6,867,237	5,754,459	21.8	2.1
Nondurable Goods	910,621,602	821,976,073	798,227,989	14.1	10.8
General Merchandise	248,628,973	246,642,736	223,053,990	11.5	0.8
Food Stores	102,405,460	103,511,163	114,887,302	-10.9	-1.1
Apparel	40,649,043	40,255,274	37,359,741	8.8	1.0
Eating and Drinking Places	209,621,506	210,102,255	216,704,300	-3.3	-0.2
Drug Stores	12,870,147	12,875,390	12,400,968	3.8	0.0
Liquor Stores	14,038,963	13,965,102	14,879,715	-5.7	0.5
Miscellaneous Nondurables	46,294,931	46,524,796	53,923,456	-14.1	-0.5
Gasoline	236,112,579	148,099,357	125,018,518	88.9	59.4
Total Retail Trade	1,174,088,837	1,083,859,719	1,053,833,132	11.4	8.3

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(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 2022	May 2022	June 2021	Percentage Change	
				Jun '22 Jun '21	Jun '22 May '22
LAWTON MSA					
Durable Goods	24,869,388	24,728,750	24,322,057	2.3	0.6
Lumber, Building Materials and Hardware	11,162,467	11,009,008	9,702,232	15.1	1.4
Auto Accessories and Repair	5,499,722	5,417,348	4,547,608	20.9	1.5
Furniture	1,564,184	1,591,120	2,189,944	-28.6	-1.7
Computer, Electronics and Music Stores	2,613,873	2,578,746	2,315,526	12.9	1.4
Miscellaneous Durables	3,550,585	3,664,786	5,165,581	-31.3	-3.1
Used Merchandise	478,558	467,742	401,165	19.3	2.3
Nondurable Goods	89,716,112	83,090,530	82,562,952	8.7	8.0
General Merchandise	32,841,399	32,599,681	30,158,630	8.9	0.7
Food Stores	5,793,345	5,885,511	6,993,539	-17.2	-1.6
Apparel	4,141,751	4,115,023	4,086,372	1.4	0.6
Eating and Drinking Places	20,525,684	20,869,742	23,414,968	-12.3	-1.6
Drug Stores	817,709	834,426	966,804	-15.4	-2.0
Liquor Stores	1,373,994	1,367,725	1,414,277	-2.8	0.5
Miscellaneous Nondurables	6,150,932	6,083,372	5,959,846	3.2	1.1
Gasoline	18,071,299	11,335,049	9,568,516	88.9	59.4
Total Retail Trade	114,585,500	107,819,280	106,885,009	7.2	6.3
ENID MICROSA					
Durable Goods	17,234,577	17,007,258	15,495,007	11.2	1.3
Lumber, Building Materials and Hardware	7,754,619	7,602,163	6,379,532	21.6	2.0
Auto Accessories and Repair	4,308,714	4,229,424	3,508,917	22.8	1.9
Furniture	957,321	953,208	1,018,039	-6.0	0.4
Computer, Electronics and Music Stores	1,496,023	1,483,544	1,470,964	1.7	0.8
Miscellaneous Durables	2,379,348	2,399,808	2,771,219	-14.1	-0.9
Used Merchandise	338,552	339,111	346,336	-2.2	-0.2
Nondurable Goods	56,008,682	50,486,742	47,963,848	16.8	10.9
General Merchandise	16,423,554	16,093,762	10,590,022	55.1	2.0
Food Stores	6,298,347	6,394,458	7,415,809	-15.1	-1.5
Apparel	3,091,117	3,054,631	2,713,506	13.9	1.2
Eating and Drinking Places	10,892,812	11,104,657	14,187,688	-23.2	-1.9
Drug Stores	996,503	996,398	971,077	2.6	0.0
Liquor Stores	689,723	682,468	678,065	1.7	1.1
Miscellaneous Nondurables	2,927,973	2,947,050	3,630,231	-19.3	-0.6
Gasoline	14,688,654	9,213,318	7,777,450	88.9	59.4
Total Retail Trade	73,243,259	67,494,001	63,458,854	15.4	8.5

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ADJUSTED RETAIL TRADE FOR SELECTED CITIES

	June 2022	May 2022	June 2021	Percentage Change	
				Jun '22 Jun '21	Jun '22 May '22
Ada	36,719,130	36,451,986	34,102,970	7.7	0.7
Altus	25,022,173	24,805,662	22,518,943	11.1	0.9
Alva	7,814,412	7,805,026	8,008,207	-2.4	0.1
Anadarko	6,719,806	6,685,989	6,376,434	5.4	0.5
Ardmore	54,646,942	54,224,976	51,160,171	6.8	0.8
Bartlesville	48,334,683	48,127,720	47,140,580	2.5	0.4
Blackwell	7,728,927	7,600,638	6,614,995	16.8	1.7
Broken Arrow	116,323,647	115,510,947	107,053,237	8.7	0.7
Chickasha	24,743,188	24,618,339	24,135,371	2.5	0.5
Clinton	9,589,968	9,536,629	9,342,984	2.6	0.6
Cushing	11,663,520	11,560,842	10,872,384	7.3	0.9
Del City	21,823,983	21,767,504	21,378,240	2.1	0.3
Duncan	31,891,335	31,558,016	28,794,415	10.8	1.1
Durant	36,740,898	36,387,812	33,987,215	8.1	1.0
Edmond	147,724,019	146,757,345	139,713,785	5.7	0.7
El Reno	19,038,748	18,869,261	17,086,860	11.4	0.9
Elk City	23,368,458	23,159,346	21,520,936	8.6	0.9
Enid	62,779,474	62,381,814	58,080,259	8.1	0.6
Guthrie	17,461,073	17,230,015	15,013,238	16.3	1.3
Guymon	18,914,500	18,621,530	15,850,669	19.3	1.6
Henryetta	8,340,269	8,233,414	7,376,204	13.1	1.3
Hobart	3,349,946	3,306,966	2,928,513	14.4	1.3
Holdenville	5,250,260	5,199,819	4,757,376	10.4	1.0
Hugo	9,319,390	9,267,310	8,691,365	7.2	0.6
Idabel	11,912,290	11,768,360	10,583,920	12.6	1.2
Lawton	87,192,999	87,208,839	90,558,481	-3.7	0.0
McAlester	36,848,544	36,460,374	33,723,175	9.3	1.1
Miami	18,050,937	17,886,695	16,510,194	9.3	0.9
Midwest City	70,138,867	70,105,503	71,433,314	-1.8	0.0
Moore	86,457,033	85,723,523	76,199,360	13.5	0.9
Muskogee	52,230,016	52,196,674	53,234,577	-1.9	0.1
Norman	156,697,088	157,476,422	161,788,184	-3.1	-0.5
Oklahoma City	770,072,839	765,552,884	740,400,559	4.0	0.6
Okmulgee	16,779,391	16,770,842	15,029,131	11.6	0.1
Pauls Valley	14,832,889	14,643,635	13,097,227	13.3	1.3
Pawhuska	4,573,863	4,599,797	4,791,363	-4.5	-0.6
Ponca City	33,183,419	33,040,856	32,550,319	1.9	0.4
Poteau	18,671,981	18,524,646	17,205,683	8.5	0.8
Sand Springs	31,939,244	31,474,148	29,700,392	7.5	1.5
Sapulpa	23,886,248	23,675,699	21,946,941	8.8	0.9
Seminole	13,584,261	13,404,166	11,866,605	14.5	1.3
Shawnee	55,297,344	54,907,957	53,975,482	2.4	0.7
Stillwater	75,760,612	75,286,201	70,353,063	7.7	0.6
Tahlequah	33,880,343	33,779,532	33,079,305	2.4	0.3
Tulsa	622,375,857	618,456,710	591,709,179	5.2	0.6
Watonga	3,215,357	3,175,893	2,789,434	15.3	1.2
Weatherford	21,330,869	21,193,737	19,645,489	8.6	0.6
Wewoka	2,031,974	1,990,495	1,706,577	19.1	2.1
Woodward	25,393,409	25,111,103	22,752,796	11.6	1.1
TOTAL	3,041,646,419	3,024,083,596	2,899,136,099	4.92	0.58

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