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

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ADJUSTED RETAIL TRADE FOR METRO AREAS AND STATE

| | April 2019 | March 2019 | April 2018 | Percentage Change Apr '19 Apr '18 | Percentage Change Apr '19 Mar '19 |
|---|----------------------|----------------------|----------------------|---|---|
| OKLAHOMA | | | | | |
| Durable Goods | 841,418,675 | 844,756,698 | 847,553,709 | -0.7 | -0.4 |
| Lumber, Building Materials and Hardware | 300,595,530 | 301,757,286 | 301,507,425 | -0.3 | -0.4 |
| Auto Accessories and Repair | 194,651,978 | 194,953,948 | 192,259,352 | 1.2 | -0.2 |
| Furniture | 81,431,166 | 81,456,350 | 81,454,063 | 0.0 | 0.0 |
| Computer, Electronics and Music Stores | 116,766,298 | 118,013,477 | 120,011,579 | -2.7 | -1.1 |
| Miscellaneous Durables | 132,185,090 | 132,674,605 | 136,143,057 | -2.9 | -0.4 |
| Used Merchandise | 15,788,613 | 15,901,032 | 16,178,232 | -2.4 | -0.7 |
| Nondurable Goods | 2,507,714,854 | 2,483,286,239 | 2,518,393,972 | -0.4 | 1.0 |
| General Merchandise | 771,532,749 | 779,553,002 | 820,345,966 | -6.0 | -1.0 |
| Food Stores | 329,370,819 | 327,689,828 | 311,520,704 | 5.7 | 0.5 |
| Apparel | 127,774,920 | 128,228,840 | 126,425,460 | 1.1 | -0.4 |
| Eating and Drinking Places | 677,222,301 | 676,679,098 | 660,467,009 | 2.5 | 0.1 |
| Drug Stores | 42,927,774 | 42,897,624 | 43,590,879 | -1.5 | 0.1 |
| Liquor Stores | 38,473,089 | 40,341,704 | 49,164,631 | -21.7 | -4.6 |
| Miscellaneous Nondurables | 149,776,974 | 148,837,590 | 137,761,001 | 8.7 | 0.6 |
| Gasoline | 370,636,228 | 339,058,553 | 369,118,323 | 0.4 | 9.3 |
| Total Retail Trade | 3,349,133,529 | 3,328,042,937 | 3,365,947,681 | -0.5 | 0.6 |
| OKLAHOMA CITY MSA | | | | | |
| Durable Goods | 322,010,246 | 322,479,652 | 310,377,244 | 3.7 | -0.1 |
| Lumber, Building Materials and Hardware | 118,386,312 | 118,095,021 | 106,002,861 | 11.7 | 0.2 |
| Auto Accessories and Repair | 68,284,265 | 68,089,689 | 63,426,811 | 7.7 | 0.3 |
| Furniture | 31,586,249 | 31,745,447 | 31,267,821 | 1.0 | -0.5 |
| Computer, Electronics and Music Stores | 39,531,940 | 40,023,486 | 44,741,304 | -11.6 | -1.2 |
| Miscellaneous Durables | 57,494,333 | 57,799,375 | 58,358,764 | -1.5 | -0.5 |
| Used Merchandise | 6,727,146 | 6,726,633 | 6,579,683 | 2.2 | 0.0 |
| Nondurable Goods | 880,561,425 | 898,330,886 | 875,163,269 | 0.6 | -2.0 |
| General Merchandise | 285,170,252 | 283,996,330 | 274,720,659 | 3.8 | 0.4 |
| Food Stores | 100,019,632 | 99,307,159 | 92,072,704 | 8.6 | 0.7 |
| Apparel | 58,542,676 | 58,217,394 | 53,440,935 | 9.5 | 0.6 |
| Eating and Drinking Places | 281,368,710 | 279,283,263 | 256,705,173 | 9.6 | 0.7 |
| Drug Stores | 16,724,178 | 16,730,259 | 17,073,078 | -2.0 | 0.0 |
| Liquor Stores | 19,258,489 | 19,141,459 | 18,049,475 | 6.7 | 0.6 |
| Miscellaneous Nondurables | 51,900,818 | 51,564,775 | 47,821,151 | 8.5 | 0.7 |
| Gasoline | 67,576,671 | 90,090,247 | 115,280,094 | -41.4 | -25.0 |
| Total Retail Trade | 1,202,571,671 | 1,220,810,538 | 1,185,540,513 | 1.4 | -1.5 |
| TULSA MSA | | | | | |
| Durable Goods | 200,855,831 | 201,675,704 | 205,017,075 | -2.0 | -0.4 |
| Lumber, Building Materials and Hardware | 68,746,236 | 68,996,798 | 69,738,920 | -1.4 | -0.4 |
| Auto Accessories and Repair | 31,056,744 | 31,004,363 | 29,937,474 | 3.7 | 0.2 |
| Furniture | 21,705,821 | 21,883,210 | 23,695,826 | -8.4 | -0.8 |
| Computer, Electronics and Music Stores | 35,001,365 | 35,261,896 | 36,122,264 | -3.1 | -0.7 |
| Miscellaneous Durables | 39,567,234 | 39,748,689 | 40,639,132 | -2.6 | -0.5 |
| Used Merchandise | 4,778,431 | 4,780,748 | 4,883,459 | -2.2 | 0.0 |
| Nondurable Goods | 628,179,801 | 623,525,669 | 653,434,612 | -3.9 | 0.7 |
| General Merchandise | 163,429,728 | 167,519,505 | 198,286,653 | -17.6 | -2.4 |
| Food Stores | 96,921,315 | 96,445,444 | 90,419,900 | 7.2 | 0.5 |
| Apparel | 34,135,503 | 34,345,783 | 35,867,824 | -4.8 | -0.6 |
| Eating and Drinking Places | 176,787,226 | 176,514,730 | 171,345,177 | 3.2 | 0.2 |
| Drug Stores | 13,998,503 | 13,984,198 | 14,298,645 | -2.1 | 0.1 |
| Liquor Stores | 11,404,598 | 11,765,204 | 14,694,196 | -22.4 | -3.1 |
| Miscellaneous Nondurables | 33,180,862 | 33,005,639 | 30,602,820 | 8.4 | 0.5 |
| Gasoline | 98,322,066 | 89,945,167 | 97,919,397 | 0.4 | 9.3 |
| Total Retail Trade | 829,035,632 | 825,201,372 | 858,451,687 | -3.4 | 0.5 |

ADJUSTED RETAIL TRADE FOR METRO AREAS AND STATE

| | April 2019 | March 2019 | April 2018 | Percentage Change | |
|---|-------------------|-------------------|-------------------|--------------------|--------------------|
| | | | | Apr '19 Apr '18 | Apr '19 Mar '19 |
| LAWTON MSA | | | | | |
| Durable Goods | 18,182,478 | 18,175,581 | 18,106,915 | 0.4 | 0.0 |
| Lumber, Building Materials and Hardware | 6,747,002 | 6,739,120 | 6,691,197 | 0.8 | 0.1 |
| Auto Accessories and Repair | 3,833,925 | 3,795,628 | 3,112,311 | 23.2 | 1.0 |
| Furniture | 1,725,679 | 1,720,738 | 1,800,564 | -4.2 | 0.3 |
| Computer, Electronics and Music Stores | 2,511,903 | 2,537,913 | 2,818,720 | -10.9 | -1.0 |
| Miscellaneous Durables | 2,984,984 | 3,005,513 | 3,343,511 | -10.7 | -0.7 |
| Used Merchandise | 378,985 | 376,670 | 340,612 | 11.3 | 0.6 |
| Nondurable Goods | 60,915,162 | 60,875,107 | 66,243,050 | -8.0 | 0.1 |
| General Merchandise | 22,475,144 | 23,083,898 | 27,597,454 | -18.6 | -2.6 |
| Food Stores | 4,730,977 | 4,721,657 | 4,976,682 | -4.9 | 0.2 |
| Apparel | 3,472,348 | 3,486,695 | 3,606,261 | -3.7 | -0.4 |
| Eating and Drinking Places | 17,812,754 | 17,765,641 | 17,262,689 | 3.2 | 0.3 |
| Drug Stores | 737,946 | 741,657 | 780,134 | -5.4 | -0.5 |
| Liquor Stores | 960,390 | 994,092 | 1,343,891 | -28.5 | -3.4 |
| Miscellaneous Nondurables | 3,200,348 | 3,197,354 | 3,181,503 | 0.6 | 0.1 |
| Gasoline | 7,525,255 | 6,884,114 | 7,494,436 | 0.4 | 9.3 |
| Total Retail Trade | 79,097,640 | 79,050,688 | 84,349,965 | -6.2 | 0.1 |
| ENID MICROSA | | | | | |
| Durable Goods | 13,700,923 | 13,749,619 | 13,806,542 | -0.8 | -0.4 |
| Lumber, Building Materials and Hardware | 5,101,847 | 5,101,678 | 4,790,339 | 6.5 | 0.0 |
| Auto Accessories and Repair | 3,836,833 | 3,825,208 | 3,741,608 | 2.5 | 0.3 |
| Furniture | 889,213 | 888,408 | 911,787 | -2.5 | 0.1 |
| Computer, Electronics and Music Stores | 1,635,301 | 1,652,657 | 1,726,589 | -5.3 | -1.1 |
| Miscellaneous Durables | 1,933,106 | 1,975,054 | 2,306,813 | -16.2 | -2.1 |
| Used Merchandise | 304,624 | 306,614 | 329,405 | -7.5 | -0.6 |
| Nondurable Goods | 41,675,651 | 41,389,751 | 43,292,466 | -3.7 | 0.7 |
| General Merchandise | 11,850,093 | 12,173,287 | 14,688,299 | -19.3 | -2.7 |
| Food Stores | 6,899,639 | 6,879,542 | 6,549,414 | 5.3 | 0.3 |
| Apparel | 2,283,667 | 2,291,384 | 2,287,829 | -0.2 | -0.3 |
| Eating and Drinking Places | 10,609,504 | 10,539,324 | 9,910,465 | 7.1 | 0.7 |
| Drug Stores | 969,792 | 970,351 | 951,861 | 1.9 | -0.1 |
| Liquor Stores | 598,694 | 614,069 | 729,512 | -17.9 | -2.5 |
| Miscellaneous Nondurables | 2,347,608 | 2,326,270 | 2,083,482 | 12.7 | 0.9 |
| Gasoline | 6,116,653 | 5,595,523 | 6,091,603 | 0.4 | 9.3 |
| Total Retail Trade | 55,376,574 | 55,139,370 | 57,099,008 | -3.0 | 0.4 |

The April distribution of sales tax collections by the Oklahoma Tax Commission primarily represents local tax receipts from March business days. The monies they reported this period represent sales from Mar 16th to Mar 30th and estimated sales from Apr 1st to Apr 15th.

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

ADJUSTED RETAIL TRADE FOR SELECTED CITIES

| | Apr 2019 | Mar 2019 | Apr 2018 | Percentage Change | |
|------------------------------|----------------------|----------------------|----------------------|--------------------|--------------------|
| | | | | Apr '19 Apr '18 | Apr '19 Mar '19 |
| Ada | 27,928,146 | 28,081,161 | 28,539,804 | -2.1 | -0.5 |
| Altus | 17,011,134 | 17,225,840 | 18,769,821 | -9.4 | -1.2 |
| Alva | 6,584,461 | 6,613,892 | 6,600,282 | -0.2 | -0.4 |
| Anadarko | 4,954,059 | 5,022,391 | 5,525,031 | -10.3 | -1.4 |
| Ardmore | 38,006,553 | 38,341,593 | 40,663,339 | -6.5 | -0.9 |
| Bartlesville | 36,675,171 | 37,018,875 | 39,461,966 | -7.1 | -0.9 |
| Blackwell | 4,924,665 | 5,010,124 | 5,888,424 | -16.4 | -1.7 |
| Broken Arrow | 86,147,959 | 86,573,944 | 87,903,984 | -2.0 | -0.5 |
| Chickasha | 19,747,699 | 19,869,076 | 20,483,196 | -3.6 | -0.6 |
| Clinton | 8,358,494 | 8,403,025 | 9,001,002 | -7.1 | -0.5 |
| Cushing | 8,989,042 | 9,088,461 | 9,770,509 | -8.0 | -1.1 |
| Del City | 17,819,773 | 18,012,020 | 19,276,974 | -7.6 | -1.1 |
| Duncan | 22,062,639 | 22,297,774 | 24,089,987 | -8.4 | -1.1 |
| Durant | 23,870,546 | 24,154,076 | 26,347,450 | -9.4 | -1.2 |
| Edmond | 111,663,256 | 112,208,627 | 115,345,717 | -3.2 | -0.5 |
| El Reno | 15,775,687 | 15,828,774 | 16,044,789 | -1.7 | -0.3 |
| Elk City | 18,270,225 | 18,555,302 | 20,821,592 | -12.3 | -1.5 |
| Enid | 51,026,203 | 51,407,592 | 53,773,203 | -5.1 | -0.7 |
| Guthrie | 10,660,508 | 10,920,522 | 13,003,936 | -18.0 | -2.4 |
| Guymon | 12,591,394 | 12,710,317 | 13,545,871 | -7.0 | -0.9 |
| Henryetta | 6,057,509 | 6,067,733 | 6,106,206 | -0.8 | -0.2 |
| Hobart | 2,363,610 | 2,385,225 | 2,499,225 | -5.4 | -0.9 |
| Holdenville | 3,774,264 | 3,826,366 | 4,212,217 | -10.4 | -1.4 |
| Hugo | 6,453,558 | 6,550,848 | 7,165,188 | -9.9 | -1.5 |
| Idabel | 7,472,160 | 7,582,036 | 8,466,348 | -11.7 | -1.4 |
| Lawton | 66,813,107 | 67,418,221 | 72,608,049 | -8.0 | -0.9 |
| McAlester | 28,968,020 | 29,121,832 | 29,668,129 | -2.4 | -0.5 |
| Miami | 12,109,052 | 12,220,293 | 13,124,365 | -7.7 | -0.9 |
| Midwest City | 59,473,042 | 59,524,955 | 59,257,191 | 0.4 | -0.1 |
| Moore | 62,423,265 | 62,445,793 | 62,380,199 | 0.1 | 0.0 |
| Muskogee | 41,633,503 | 41,955,719 | 43,265,646 | -3.8 | -0.8 |
| Norman | 120,574,315 | 121,479,157 | 128,981,036 | -6.5 | -0.7 |
| Oklahoma City | 607,657,958 | 610,100,400 | 625,172,160 | -2.8 | -0.4 |
| Okmulgee | 10,175,314 | 10,405,564 | 12,109,152 | -16.0 | -2.2 |
| Pauls Valley | 10,178,062 | 10,308,879 | 11,452,042 | -11.1 | -1.3 |
| Pawhuska | 3,427,170 | 3,504,526 | 3,921,996 | -12.6 | -2.2 |
| Ponca City | 23,944,683 | 24,243,743 | 26,818,255 | -10.7 | -1.2 |
| Poteau | 12,165,198 | 12,313,014 | 13,447,975 | -9.5 | -1.2 |
| Sand Springs | 25,607,028 | 25,505,858 | 25,039,501 | 2.3 | 0.4 |
| Sapulpa | 16,719,032 | 16,835,539 | 17,645,578 | -5.3 | -0.7 |
| Seminole | 9,014,950 | 9,130,803 | 10,085,401 | -10.6 | -1.3 |
| Shawnee | 41,582,645 | 41,792,132 | 43,588,564 | -4.6 | -0.5 |
| Stillwater | 53,691,069 | 54,400,576 | 59,780,027 | -10.2 | -1.3 |
| Tahlequah | 23,879,561 | 24,036,163 | 25,055,226 | -4.7 | -0.7 |
| Tulsa | 490,421,041 | 493,435,124 | 512,780,243 | -4.4 | -0.6 |
| Watonga | 2,938,526 | 2,955,149 | 3,112,849 | -5.6 | -0.6 |
| Weatherford | 16,637,663 | 16,733,297 | 17,676,050 | -5.9 | -0.6 |
| Wewoka | 1,443,996 | 1,469,631 | 1,626,015 | -11.2 | -1.7 |
| Woodward | 19,689,118 | 19,910,746 | 21,711,101 | -9.3 | -1.1 |
| Total Selected Cities | 2,330,356,034 | 2,345,002,707 | 2,443,612,809 | -4.63 | -0.62 |

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