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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

	January 2019	December 2018	January 2018	Percentage Change	
				Jan '18	Jan '18
				Jan '17	Dec '18
OKLAHOMA					
Durable Goods	840,940,488	850,514,207	840,356,319	0.1	-1.1
Lumber, Building Materials and Hardware	305,497,759	302,939,375	301,788,067	1.2	0.8
Auto Accessories and Repair	192,700,217	196,442,936	189,983,757	1.4	-1.9
Furniture	79,707,687	81,121,960	80,976,873	-1.6	-1.7
Computer, Electronics and Music Stores	113,961,295	119,915,277	119,641,118	-4.7	-5.0
Miscellaneous Durables	133,140,930	134,107,152	131,879,689	1.0	-0.7
Used Merchandise	15,932,600	15,987,506	16,086,814	-1.0	-0.3
Nondurable Goods	2,449,599,071	2,537,506,821	2,547,865,518	-3.9	-3.5
General Merchandise	727,788,640	821,130,980	799,372,464	-9.0	-11.4
Food Stores	325,003,828	323,797,772	307,007,729	5.9	0.4
Apparel	124,062,384	127,433,554	128,729,343	-3.6	-2.6
Eating and Drinking Places	673,836,843	671,658,422	653,023,353	3.2	0.3
Drug Stores	43,211,025	42,884,610	43,904,200	-1.6	0.8
Liquor Stores	40,403,968	42,095,326	47,261,197	-14.5	-4.0
Miscellaneous Nondurables	144,494,236	146,262,751	137,683,661	4.9	-1.2
Gasoline	370,798,147	362,243,407	430,883,572	-13.9	2.4
Total Retail Trade	3,290,539,559	3,388,021,028	3,388,221,837	-2.9	-2.9
OKLAHOMA CITY MSA					
Durable Goods	322,071,018	324,350,667	318,570,271	1.1	-0.7
Lumber, Building Materials and Hardware	117,965,130	116,854,011	113,131,023	4.3	1.0
Auto Accessories and Repair	67,853,651	67,606,644	64,941,999	4.5	0.4
Furniture	31,535,752	32,092,483	32,794,658	-3.8	-1.7
Computer, Electronics and Music Stores	40,226,386	42,620,058	42,798,326	-6.0	-5.6
Miscellaneous Durables	57,827,587	58,501,006	58,248,226	-0.7	-1.2
Used Merchandise	6,662,512	6,676,465	6,656,040	0.1	-0.2
Nondurable Goods	874,376,827	912,407,729	890,861,542	-1.9	-4.2
General Merchandise	250,060,959	281,760,449	272,687,860	-8.3	-11.3
Food Stores	101,101,741	100,475,525	94,359,806	7.1	0.6
Apparel	56,614,109	58,248,621	57,241,898	-1.1	-2.8
Eating and Drinking Places	277,705,405	277,286,644	266,112,029	4.4	0.2
Drug Stores	16,371,417	16,394,119	16,473,203	-0.6	-0.1
Liquor Stores	14,974,394	15,739,264	17,928,571	-16.5	-4.9
Miscellaneous Nondurables	52,021,012	51,868,063	49,887,150	4.3	0.3
Gasoline	105,527,790	110,635,043	116,171,025	-9.2	-4.6
Total Retail Trade	1,196,447,846	1,236,758,396	1,209,431,813	-1.1	-3.3
TULSA MSA					
Durable Goods	202,172,034	205,057,088	204,141,545	-1.0	-1.4
Lumber, Building Materials and Hardware	69,239,223	69,181,195	71,395,365	-3.0	0.1
Auto Accessories and Repair	30,890,352	31,234,035	29,131,171	6.0	-1.1
Furniture	22,053,633	22,494,682	23,301,328	-5.4	-2.0
Computer, Electronics and Music Stores	35,351,751	36,719,015	36,278,468	-2.6	-3.7
Miscellaneous Durables	39,851,312	40,721,020	39,283,014	1.4	-2.1
Used Merchandise	4,785,764	4,707,141	4,752,198	0.7	1.7
Nondurable Goods	640,788,765	659,165,822	665,112,570	-3.7	-2.8
General Merchandise	177,399,461	199,080,941	194,461,243	-8.8	-10.9
Food Stores	96,119,246	94,953,760	90,185,995	6.6	1.2
Apparel	34,196,685	35,191,604	35,217,276	-2.9	-2.8
Eating and Drinking Places	175,787,169	174,910,864	170,702,726	3.0	0.5
Drug Stores	14,136,775	14,005,395	14,519,990	-2.6	0.9
Liquor Stores	12,049,898	12,532,881	14,263,777	-15.5	-3.9
Miscellaneous Nondurables	32,734,512	32,394,752	31,457,133	4.1	1.0
Gasoline	98,365,019	96,095,625	114,304,430	-13.9	2.4
Total Retail Trade	842,960,799	864,222,910	869,254,115	-3.0	-2.5

ADJUSTED RETAIL TRADE FOR METRO AREAS AND STATE

	January 2019	December 2018	January 2018	Percentage Change	
				Jan '18 Jan '17	Jan '18 Dec '18
LAWTON MSA					
Durable Goods	18,188,367	18,287,959	17,677,221	2.9	-0.5
Lumber, Building Materials and Hardware	6,828,891	6,675,258	6,865,727	-0.5	2.3
Auto Accessories and Repair	3,662,625	3,697,015	3,042,505	20.4	-0.9
Furniture	1,732,284	1,719,697	1,764,290	-1.8	0.7
Computer, Electronics and Music Stores	2,572,360	2,679,399	2,583,196	-0.4	-4.0
Miscellaneous Durables	3,025,149	3,146,098	3,103,569	-2.5	-3.8
Used Merchandise	367,058	370,492	317,933	15.5	-0.9
Nondurable Goods	62,819,472	65,818,655	66,796,416	-6.0	-4.6
General Merchandise	24,480,199	27,561,858	26,958,108	-9.2	-11.2
Food Stores	4,759,983	4,720,033	5,207,720	-8.6	0.8
Apparel	3,449,683	3,571,813	3,620,885	-4.7	-3.4
Eating and Drinking Places	17,668,812	17,602,257	17,212,358	2.7	0.4
Drug Stores	745,099	746,701	772,587	-3.6	-0.2
Liquor Stores	1,040,659	1,072,108	1,175,507	-11.5	-2.9
Miscellaneous Nondurables	3,146,494	3,189,035	3,100,756	1.5	-1.3
Gasoline	7,528,543	7,354,851	8,748,494	-13.9	2.4
Total Retail Trade	81,007,839	84,106,615	84,473,636	-4.1	-3.7
ENID MICROSA					
Durable Goods	13,981,957	13,919,745	13,991,024	-0.1	0.4
Lumber, Building Materials and Hardware	5,153,584	5,063,485	5,268,973	-2.2	1.8
Auto Accessories and Repair	3,975,436	3,821,470	3,585,635	10.9	4.0
Furniture	905,236	877,843	894,825	1.2	3.1
Computer, Electronics and Music Stores	1,620,131	1,762,283	1,718,983	-5.8	-8.1
Miscellaneous Durables	2,018,079	2,085,676	2,196,048	-8.1	-3.2
Used Merchandise	309,491	308,989	326,560	-5.2	0.2
Nondurable Goods	42,493,812	44,234,403	44,124,046	-3.7	-3.9
General Merchandise	13,022,960	14,720,907	14,646,627	-11.1	-11.5
Food Stores	6,830,752	6,820,225	6,663,183	2.5	0.2
Apparel	2,239,710	2,359,611	2,252,003	-0.5	-5.1
Eating and Drinking Places	10,430,224	10,436,228	9,646,158	8.1	-0.1
Drug Stores	965,218	973,456	958,176	0.7	-0.8
Liquor Stores	626,288	665,386	659,683	-5.1	-5.9
Miscellaneous Nondurables	2,259,334	2,280,446	2,187,294	3.3	-0.9
Gasoline	6,119,325	5,978,146	7,110,922	-13.9	2.4
Total Retail Trade	56,475,769	58,154,149	58,115,070	-2.8	-2.9

The January distribution of sales tax collections by the Oklahoma Tax Commission primarily represents local tax receipts from December. The monies they reported this period represent sales from Dec 16th to Dec 30th and estimated sales from Jan 1st to Jan 15th.

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

ADJUSTED RETAIL TRADE FOR SELECTED CITIES

	Jan 2019	Dec 2018	Jan 2018	Percentage Change	
				Jan '19 Jan '18	Jan '19 Dec '18
Ada	28,070,460	29,731,895	28,111,107	-0.1	-5.6
Altus	17,658,410	18,823,169	18,016,719	-2.0	-6.2
Alva	6,624,749	7,059,759	6,520,422	1.6	-6.2
Anadarko	5,118,091	5,556,808	5,561,584	-8.0	-7.9
Ardmore	39,111,743	40,453,979	38,965,377	0.4	-3.3
Bartlesville	37,763,862	39,459,819	38,902,788	-2.9	-4.3
Blackwell	5,164,648	5,341,448	5,792,205	-10.8	-3.3
Broken Arrow	87,452,070	90,586,035	87,576,918	-0.1	-3.5
Chickasha	19,972,298	21,103,536	19,620,954	1.8	-5.4
Clinton	8,595,906	8,669,958	8,624,978	-0.3	-0.9
Cushing	9,302,476	9,881,806	9,690,738	-4.0	-5.9
Del City	18,515,748	19,530,357	19,279,612	-4.0	-5.2
Duncan	22,811,930	24,034,158	23,538,854	-3.1	-5.1
Durant	24,820,836	25,911,992	26,026,413	-4.6	-4.2
Edmond	113,704,297	116,887,467	114,134,378	-0.4	-2.7
El Reno	15,947,236	16,464,316	15,582,019	2.3	-3.1
Elk City	19,108,855	20,289,116	20,422,444	-6.4	-5.8
Enid	52,143,783	54,281,376	53,355,249	-2.3	-3.9
Guthrie	11,484,137	12,120,735	12,654,753	-9.3	-5.3
Guymon	12,878,523	13,628,200	13,419,365	-4.0	-5.5
Henryetta	6,020,123	6,305,780	6,101,808	-1.3	-4.5
Hobart	2,399,059	2,561,443	2,551,541	-6.0	-6.3
Holdenville	3,902,702	4,125,020	4,067,015	-4.0	-5.4
Hugo	6,695,862	7,235,650	7,132,231	-6.1	-7.5
Idabel	7,807,944	8,371,832	8,188,277	-4.6	-6.7
Lawton	68,512,657	71,886,379	71,654,294	-4.4	-4.7
McAlester	29,405,860	30,901,409	29,124,739	1.0	-4.8
Miami	12,526,631	13,226,490	12,907,114	-2.9	-5.3
Midwest City	57,015,772	59,808,722	56,151,198	1.5	-4.7
Moore	60,576,259	63,066,172	61,455,558	-1.4	-3.9
Muskogee	41,829,078	44,200,493	43,340,081	-3.5	-5.4
Norman	123,397,921	127,883,928	126,650,984	-2.6	-3.5
Oklahoma City	610,096,253	628,005,719	609,840,975	0.0	-2.9
Okmulgee	10,668,367	11,583,525	11,814,929	-9.7	-7.9
Pauls Valley	10,582,329	11,093,394	11,375,618	-7.0	-4.6
Pawhuska	3,525,311	3,758,861	3,807,571	-7.4	-6.2
Ponca City	25,000,542	26,064,457	26,671,558	-6.3	-4.1
Poteau	12,699,971	13,533,524	13,394,118	-5.2	-6.2
Sand Springs	24,410,026	25,537,123	25,000,434	-2.4	-4.4
Sapulpa	17,015,333	17,777,574	17,133,881	-0.7	-4.3
Seminole	9,339,875	9,906,605	9,952,920	-6.2	-5.7
Shawnee	42,836,948	43,971,264	42,316,408	1.2	-2.6
Stillwater	55,369,476	57,873,869	58,889,398	-6.0	-4.3
Tahlequah	24,324,057	25,344,105	25,070,022	-3.0	-4.0
Tulsa	497,824,151	512,671,952	508,437,946	-2.1	-2.9
Watonga	2,939,945	3,045,458	3,016,429	-2.5	-3.5
Weatherford	16,960,153	17,713,692	17,084,471	-0.7	-4.3
Wewoka	1,487,239	1,570,540	1,636,438	-9.1	-5.3
Woodward	20,149,050	21,396,499	21,442,634	-6.0	-5.8
Total Selected Cities	2,361,568,953	2,450,237,409	2,402,007,466	-1.68	-3.62

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