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Center for Economic &  
Management Research



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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.

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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

	Jul 2019	Jun 2019	Jul 2018	Percentage Change	
				Jul '19 Jul '18	Jul '19 Jun '19
<b>OKLAHOMA</b>					
<b>Durable Goods</b>	<b>838,669,170</b>	<b>839,588,864</b>	<b>862,230,293</b>	-2.7	-0.1
Lumber, Building Materials and Hardware	318,411,603	315,285,183	309,053,960	3.0	1.0
Auto Accessories and Repair	190,090,428	191,019,040	196,273,088	-3.2	-0.5
Furniture	79,149,583	79,564,235	80,435,391	-1.6	-0.5
Computer, Electronics and Music Stores	95,771,893	99,453,058	123,589,592	-22.5	-3.7
Miscellaneous Durables	138,472,383	137,624,680	136,379,167	1.5	0.6
Used Merchandise	16,773,281	16,642,668	16,499,095	1.7	0.8
<b>Nondurable Goods</b>	<b>2,724,083,694</b>	<b>2,535,815,887</b>	<b>2,521,003,753</b>	8.1	7.4
General Merchandise	875,329,946	867,558,907	812,803,750	7.7	0.9
Food Stores	326,535,997	326,239,788	315,198,727	3.6	0.1
Apparel	124,367,766	125,029,778	126,688,071	-1.8	-0.5
Eating and Drinking Places	689,475,847	687,154,806	669,181,896	3.0	0.3
Drug Stores	45,214,127	44,826,669	42,891,270	5.4	0.9
Liquor Stores	36,479,995	37,313,293	50,265,569	-27.4	-2.2
Miscellaneous Nondurables	150,763,774	150,196,235	140,030,730	7.7	0.4
Gasoline	475,916,243	297,496,412	363,943,740	30.8	60.0
<b>Total Retail Trade</b>	<b>3,562,752,865</b>	<b>3,375,404,752</b>	<b>3,383,234,045</b>	5.3	5.6
<b>OKLAHOMA CITY MSA</b>					
<b>Durable Goods</b>	<b>325,702,681</b>	<b>325,687,438</b>	<b>332,085,469</b>	-1.9	0.0
Lumber, Building Materials and Hardware	122,028,956	121,414,490	119,643,040	2.0	0.5
Auto Accessories and Repair	70,041,544	69,688,031	67,575,736	3.6	0.5
Furniture	30,813,230	31,055,262	33,516,777	-8.1	-0.8
Computer, Electronics and Music Stores	36,522,500	37,225,681	43,566,956	-16.2	-1.9
Miscellaneous Durables	59,280,105	59,320,101	60,994,008	-2.8	-0.1
Used Merchandise	7,016,346	6,983,875	6,788,953	3.3	0.5
<b>Nondurable Goods</b>	<b>898,964,069</b>	<b>916,486,830</b>	<b>903,949,938</b>	-0.6	-1.9
General Merchandise	285,610,104	284,765,217	279,697,588	2.1	0.3
Food Stores	103,434,153	102,519,200	97,515,021	6.1	0.9
Apparel	60,202,730	59,695,311	56,897,590	5.8	0.9
Eating and Drinking Places	285,962,319	283,872,332	273,915,654	4.4	0.7
Drug Stores	16,288,390	16,348,600	16,654,042	-2.2	-0.4
Liquor Stores	15,291,436	15,686,157	19,409,958	-21.2	-2.5
Miscellaneous Nondurables	53,464,080	53,035,774	50,494,996	5.9	0.8
Gasoline	78,710,857	100,564,239	109,365,088	-28.0	-21.7
<b>Total Retail Trade</b>	<b>1,224,666,750</b>	<b>1,242,174,268</b>	<b>1,236,035,408</b>	-0.9	-1.4
<b>TULSA MSA</b>					
<b>Durable Goods</b>	<b>203,613,453</b>	<b>203,869,878</b>	<b>209,337,994</b>	-2.7	-0.1
Lumber, Building Materials and Hardware	71,458,021	71,306,791	71,694,300	-0.3	0.2
Auto Accessories and Repair	31,817,487	31,688,177	30,621,388	3.9	0.4
Furniture	21,609,036	21,752,810	23,010,091	-6.1	-0.7
Computer, Electronics and Music Stores	33,014,668	33,433,098	38,092,958	-13.3	-1.3
Miscellaneous Durables	40,620,894	40,632,865	41,127,894	-1.2	0.0
Used Merchandise	5,093,347	5,056,137	4,791,363	6.3	0.7
<b>Nondurable Goods</b>	<b>708,099,672</b>	<b>658,650,275</b>	<b>658,236,312</b>	7.6	7.5
General Merchandise	212,223,152	210,708,559	197,417,323	7.5	0.7
Food Stores	97,205,640	96,843,757	93,182,673	4.3	0.4
Apparel	34,092,820	34,268,720	35,766,513	-4.7	-0.5
Eating and Drinking Places	179,330,942	178,839,371	174,714,068	2.6	0.3
Drug Stores	14,566,298	14,483,333	13,866,191	5.0	0.6
Liquor Stores	10,271,930	10,671,853	14,742,503	-30.3	-3.7
Miscellaneous Nondurables	34,158,230	33,915,087	32,000,353	6.7	0.7
Gasoline	126,250,659	78,919,597	96,546,688	30.8	60.0
<b>Total Retail Trade</b>	<b>911,713,125</b>	<b>862,520,154</b>	<b>867,574,306</b>	5.1	5.7

## ADJUSTED RETAIL TRADE FOR METRO AREAS AND STATE

	Jul 2019	Jun 2019	Jul 2018	Percentage Change	
				Jul '19 Jul '18	Jul '19 Jun '19
<b>LAWTON MSA</b>					
<b>Durable Goods</b>	<b>18,569,298</b>	<b>18,513,459</b>	<b>18,038,628</b>	2.9	0.3
Lumber, Building Materials and Hardware	7,146,751	7,088,549	6,701,148	6.6	0.8
Auto Accessories and Repair	3,681,236	3,677,784	3,519,062	4.6	0.1
Furniture	1,707,173	1,705,179	1,645,279	3.8	0.1
Computer, Electronics and Music Stores	2,234,639	2,283,365	2,715,104	-17.7	-2.1
Miscellaneous Durables	3,408,236	3,369,881	3,096,243	10.1	1.1
Used Merchandise	391,263	388,700	361,791	8.1	0.7
<b>Nondurable Goods</b>	<b>70,079,158</b>	<b>66,235,203</b>	<b>65,674,110</b>	6.7	5.8
General Merchandise	28,452,856	28,356,578	27,590,482	3.1	0.3
Food Stores	4,827,762	4,807,904	4,597,430	5.0	0.4
Apparel	3,521,361	3,527,002	3,567,736	-1.3	-0.2
Eating and Drinking Places	18,071,895	18,013,407	17,350,657	4.2	0.3
Drug Stores	797,535	793,084	772,359	3.3	0.6
Liquor Stores	1,021,612	1,036,969	1,249,304	-18.2	-1.5
Miscellaneous Nondurables	3,723,317	3,660,006	3,156,768	17.9	1.7
Gasoline	9,662,820	6,040,253	7,389,373	30.8	60.0
<b>Total Retail Trade</b>	<b>88,648,456</b>	<b>84,748,661</b>	<b>83,712,738</b>	5.9	4.6
<b>ENID MICROSA</b>					
<b>Durable Goods</b>	<b>13,876,778</b>	<b>13,882,966</b>	<b>14,252,948</b>	-2.6	0.0
Lumber, Building Materials and Hardware	5,280,093	5,257,382	5,223,200	1.1	0.4
Auto Accessories and Repair	4,041,160	4,001,445	3,718,209	8.7	1.0
Furniture	927,001	921,649	869,240	6.6	0.6
Computer, Electronics and Music Stores	1,263,353	1,322,109	1,781,045	-29.1	-4.4
Miscellaneous Durables	2,046,765	2,062,284	2,340,321	-12.5	-0.8
Used Merchandise	318,407	318,097	320,933	-0.8	0.1
<b>Nondurable Goods</b>	<b>46,827,172</b>	<b>43,759,582</b>	<b>43,580,800</b>	7.4	7.0
General Merchandise	15,241,476	15,174,437	14,683,407	3.8	0.4
Food Stores	6,863,028	6,856,605	6,740,146	1.8	0.1
Apparel	2,116,405	2,144,899	2,322,616	-8.9	-1.3
Eating and Drinking Places	10,678,038	10,619,355	9,955,084	7.3	0.6
Drug Stores	941,525	946,036	980,624	-4.0	-0.5
Liquor Stores	584,522	596,892	751,601	-22.2	-2.1
Miscellaneous Nondurables	2,548,077	2,511,740	2,141,117	19.0	1.4
Gasoline	7,854,102	4,909,618	6,006,206	30.8	60.0
<b>Total Retail Trade</b>	<b>60,703,950</b>	<b>57,642,548</b>	<b>57,833,748</b>	5.0	5.3

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

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**ADJUSTED RETAIL TRADE FOR SELECTED CITIES**

	Jul 2019	Jun 2019	Jul 2018	Percentage Change	
				Jul '19 Jul '18	Jul '19 Jun '19
Ada	29,000,458	29,069,667	28,956,181	0.2	-0.2
Altus	18,533,954	18,559,227	18,687,372	-0.8	-0.1
Alva	7,024,098	7,017,600	6,800,432	3.3	0.1
Anadarko	5,440,039	5,452,336	5,476,457	-0.7	-0.2
Ardmore	41,312,223	41,228,921	40,802,567	1.2	0.2
Bartlesville	39,693,983	39,666,568	39,517,788	0.4	0.1
Blackwell	5,553,772	5,544,258	5,543,649	0.2	0.2
Broken Arrow	90,581,626	90,549,003	89,670,053	1.0	0.0
Chickasha	21,702,661	21,624,130	20,577,940	5.5	0.4
Clinton	8,350,505	8,387,136	8,497,053	-1.7	-0.4
Cushing	10,222,794	10,178,586	9,751,794	4.8	0.4
Del City	20,124,166	20,039,104	19,361,966	3.9	0.4
Duncan	24,122,870	24,103,428	23,952,790	0.7	0.1
Durant	26,497,112	26,434,592	26,317,233	0.7	0.2
Edmond	122,538,559	121,869,845	116,314,710	5.4	0.5
El Reno	17,554,474	17,420,900	16,121,539	8.9	0.8
Elk City	19,580,968	19,679,126	20,629,743	-5.1	-0.5
Enid	55,212,090	55,092,167	54,323,618	1.6	0.2
Guthrie	11,869,219	11,924,353	12,976,776	-8.5	-0.5
Guymon	14,075,996	14,025,043	13,505,971	4.2	0.4
Henryetta	6,259,785	6,259,816	6,014,142	4.1	0.0
Hobart	2,503,178	2,508,599	2,503,602	0.0	-0.2
Holdenville	4,159,322	4,160,333	4,203,861	-1.1	0.0
Hugo	7,000,579	7,033,763	7,244,628	-3.4	-0.5
Idabel	8,366,185	8,363,764	8,360,857	0.1	0.0
Lawton	73,490,595	73,302,070	71,382,489	3.0	0.3
McAlester	31,360,996	31,270,247	30,069,252	4.3	0.3
Miami	12,871,688	12,896,302	12,913,682	-0.3	-0.2
Midwest City	57,846,926	58,113,284	60,005,209	-3.6	-0.5
Moore	64,654,536	64,466,774	62,369,843	3.7	0.3
Muskogee	44,005,424	44,065,652	44,128,734	-0.3	-0.1
Norman	131,575,446	131,144,016	127,938,603	2.8	0.3
Oklahoma City	633,265,540	632,844,335	625,548,983	1.2	0.1
Okmulgee	11,173,600	11,257,546	12,099,646	-7.7	-0.7
Pauls Valley	11,290,808	11,272,729	11,286,366	0.0	0.2
Pawhuska	3,589,875	3,629,983	4,141,787	-13.3	-1.1
Ponca City	26,367,082	26,334,022	26,490,577	-0.5	0.1
Poteau	13,685,286	13,653,529	13,341,932	2.6	0.2
Sand Springs	25,975,796	25,872,842	25,381,659	2.3	0.4
Sapulpa	18,434,868	18,358,019	17,570,755	4.9	0.4
Seminole	9,771,306	9,792,800	9,935,405	-1.7	-0.2
Shawnee	46,267,874	45,935,123	43,482,394	6.4	0.7
Stillwater	59,525,445	59,472,304	59,480,608	0.1	0.1
Tahlequah	26,037,516	25,947,734	25,076,886	3.8	0.3
Tulsa	519,456,617	518,759,560	514,343,710	1.0	0.1
Watonga	2,997,373	3,006,032	3,026,705	-1.0	-0.3
Weatherford	18,144,723	18,083,173	17,104,269	6.1	0.3
Wewoka	1,420,315	1,443,920	1,685,290	-15.7	-1.6
Woodward	21,006,423	21,067,806	21,288,489	-1.3	-0.3
<b>Total Selected Cities</b>	<b>2,481,496,674</b>	<b>2,478,182,068</b>	<b>2,446,205,994</b>	<b>1.44</b>	<b>0.13</b>

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