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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

	March 2019	February 2019	March 2018	Percentage Change	
				Mar '19 Mar '18	Mar '19 Feb '19
OKLAHOMA					
Durable Goods	844,756,698	848,719,347	839,161,611	0.7	-0.5
Lumber, Building Materials and Hardware	301,757,286	303,256,908	298,460,951	1.1	-0.5
Auto Accessories and Repair	194,953,948	195,665,137	188,958,940	3.2	-0.4
Furniture	81,456,350	81,341,430	81,100,211	0.4	0.1
Computer, Electronics and Music Stores	118,013,477	119,067,010	120,860,703	-2.4	-0.9
Miscellaneous Durables	132,674,605	133,372,379	133,757,555	-0.8	-0.5
Used Merchandise	15,901,032	16,016,484	16,023,250	-0.8	-0.7
Nondurable Goods	2,483,286,239	2,535,237,080	2,522,472,386	-1.6	-2.0
General Merchandise	779,553,002	786,226,488	814,656,822	-4.3	-0.8
Food Stores	327,689,828	326,003,795	309,030,450	6.0	0.5
Apparel	128,228,840	128,184,386	126,391,464	1.5	0.0
Eating and Drinking Places	676,679,098	676,563,277	654,474,693	3.4	0.0
Drug Stores	42,897,624	42,819,713	43,694,873	-1.8	0.2
Liquor Stores	40,341,704	42,038,670	48,707,311	-17.2	-4.0
Miscellaneous Nondurables	148,837,590	147,797,133	137,134,083	8.5	0.7
Gasoline	339,058,553	385,603,619	388,382,690	-12.7	-12.1
Total Retail Trade	3,328,042,937	3,383,956,427	3,361,633,997	-1.0	-1.7
OKLAHOMA CITY MSA					
Durable Goods	322,479,652	319,796,210	311,674,833	3.5	0.8
Lumber, Building Materials and Hardware	118,095,021	117,741,733	107,345,714	10.0	0.3
Auto Accessories and Repair	68,089,689	68,108,503	63,611,194	7.0	0.0
Furniture	31,745,447	30,992,610	31,691,553	0.2	2.4
Computer, Electronics and Music Stores	40,023,486	38,748,256	44,435,581	-9.9	3.3
Miscellaneous Durables	57,799,375	57,420,994	58,007,017	-0.4	0.7
Used Merchandise	6,726,633	6,784,114	6,583,773	2.2	-0.8
Nondurable Goods	898,330,886	814,453,526	879,879,395	2.1	10.3
General Merchandise	283,996,330	192,239,929	275,052,137	3.3	47.7
Food Stores	99,307,159	101,486,653	92,875,063	6.9	-2.1
Apparel	58,217,394	56,278,327	55,116,040	5.6	3.4
Eating and Drinking Places	279,283,263	278,106,736	258,175,235	8.2	0.4
Drug Stores	16,730,259	16,340,557	16,946,803	-1.3	2.4
Liquor Stores	19,141,459	14,879,956	17,898,461	6.9	28.6
Miscellaneous Nondurables	51,564,775	52,328,817	47,667,680	8.2	-1.5
Gasoline	90,090,247	102,792,551	116,147,976	-22.4	-12.4
Total Retail Trade	1,220,810,538	1,134,249,736	1,191,554,228	2.5	7.6
TULSA MSA					
Durable Goods	201,675,704	200,800,860	203,294,448	-0.8	0.4
Lumber, Building Materials and Hardware	68,996,798	70,105,301	69,344,572	-0.5	-1.6
Auto Accessories and Repair	31,004,363	30,609,098	29,629,778	4.6	1.3
Furniture	21,883,210	21,667,520	23,424,255	-6.6	1.0
Computer, Electronics and Music Stores	35,261,896	34,549,456	36,311,259	-2.9	2.1
Miscellaneous Durables	39,748,689	38,928,750	39,763,791	0.0	2.1
Used Merchandise	4,780,748	4,940,735	4,820,794	-0.8	-3.2
Nondurable Goods	623,525,669	605,394,278	655,548,310	-4.9	3.0
General Merchandise	167,519,505	136,740,198	197,752,771	-15.3	22.5
Food Stores	96,445,444	96,166,989	89,848,343	7.3	0.3
Apparel	34,345,783	33,601,240	35,633,606	-3.6	2.2
Eating and Drinking Places	176,514,730	177,560,045	169,445,130	4.2	-0.6
Drug Stores	13,984,198	14,007,889	14,407,582	-2.9	-0.2
Liquor Stores	11,765,204	11,805,546	14,606,386	-19.5	-0.3
Miscellaneous Nondurables	33,005,639	33,219,769	30,824,659	7.1	-0.6
Gasoline	89,945,167	102,292,602	103,029,832	-12.7	-12.1
Total Retail Trade	825,201,372	806,195,138	858,842,758	-3.9	2.4

ADJUSTED RETAIL TRADE FOR METRO AREAS AND STATE

	March 2019	February 2019	March 2018	Percentage Change	
				Mar '19 Mar '18	Mar '19 Feb '19
LAWTON MSA					
Durable Goods	18,175,581	18,127,385	17,846,036	1.8	0.3
Lumber, Building Materials and Hardware	6,739,120	6,887,259	6,674,673	1.0	-2.2
Auto Accessories and Repair	3,795,628	3,644,068	3,006,620	26.2	4.2
Furniture	1,720,738	1,720,714	1,826,417	-5.8	0.0
Computer, Electronics and Music Stores	2,537,913	2,497,778	2,759,858	-8.0	1.6
Miscellaneous Durables	3,005,513	3,001,212	3,248,234	-7.5	0.1
Used Merchandise	376,670	376,354	330,233	14.1	0.1
Nondurable Goods	60,875,107	57,427,553	66,511,742	-8.5	6.0
General Merchandise	23,083,898	18,773,881	27,457,485	-15.9	23.0
Food Stores	4,721,657	4,723,345	5,155,790	-8.4	0.0
Apparel	3,486,695	3,416,937	3,611,971	-3.5	2.0
Eating and Drinking Places	17,765,641	17,653,438	17,185,456	3.4	0.6
Drug Stores	741,657	752,310	774,052	-4.2	-1.4
Liquor Stores	994,092	1,048,985	1,271,527	-21.8	-5.2
Miscellaneous Nondurables	3,197,354	3,229,509	3,169,888	0.9	-1.0
Gasoline	6,884,114	7,829,147	7,885,573	-12.7	-12.1
Total Retail Trade	79,050,688	75,554,938	84,357,778	-6.3	4.6
ENID MICROSA					
Durable Goods	13,749,619	13,829,392	13,689,626	0.4	-0.6
Lumber, Building Materials and Hardware	5,101,678	5,200,237	4,871,351	4.7	-1.9
Auto Accessories and Repair	3,825,208	3,877,894	3,620,466	5.7	-1.4
Furniture	888,408	894,875	898,175	-1.1	-0.7
Computer, Electronics and Music Stores	1,652,657	1,526,711	1,714,570	-3.6	8.2
Miscellaneous Durables	1,975,054	2,015,571	2,260,368	-12.6	-2.0
Used Merchandise	306,614	314,104	324,695	-5.6	-2.4
Nondurable Goods	41,389,751	39,365,072	43,745,032	-5.4	5.1
General Merchandise	12,173,287	9,701,058	14,864,731	-18.1	25.5
Food Stores	6,879,542	6,795,199	6,688,616	2.9	1.2
Apparel	2,291,384	2,169,970	2,264,747	1.2	5.6
Eating and Drinking Places	10,539,324	10,502,018	9,773,228	7.8	0.4
Drug Stores	970,351	950,093	947,712	2.4	2.1
Liquor Stores	614,069	607,691	708,433	-13.3	1.0
Miscellaneous Nondurables	2,326,270	2,275,380	2,088,038	11.4	2.2
Gasoline	5,595,523	6,363,662	6,409,525	-12.7	-12.1
Total Retail Trade	55,139,370	53,194,464	57,434,658	-4.0	3.7

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

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

ADJUSTED RETAIL TRADE FOR SELECTED CITIES

	Mar 2019	Feb 2019	Mar 2018	Percentage Change	
				Mar '19 Mar '18	Mar '19 Feb '19
Ada	28,081,161	25,741,088	28,336,843	-0.9	9.1
Altus	17,225,840	15,690,381	18,410,083	-6.4	9.8
Alva	6,613,892	5,987,044	6,625,020	-0.2	10.5
Anadarko	5,022,391	4,462,008	5,537,561	-9.3	12.6
Ardmore	38,341,593	36,686,324	39,666,672	-3.3	4.5
Bartlesville	37,018,875	34,762,957	39,162,923	-5.5	6.5
Blackwell	5,010,124	4,876,562	5,807,567	-13.7	2.7
Broken Arrow	86,573,944	81,568,889	87,347,742	-0.9	6.1
Chickasha	19,869,076	18,291,618	20,172,638	-1.5	8.6
Clinton	8,403,025	8,138,258	8,767,759	-4.2	3.3
Cushing	9,088,461	8,340,055	9,670,150	-6.0	9.0
Del City	18,012,020	16,610,783	19,175,127	-6.1	8.4
Duncan	22,297,774	20,775,398	23,832,447	-6.4	7.3
Durant	24,154,076	22,903,626	26,148,264	-7.6	5.5
Edmond	112,208,627	107,112,402	114,831,922	-2.3	4.8
El Reno	15,828,774	15,074,335	15,817,570	0.1	5.0
Elk City	18,555,302	17,164,745	20,580,584	-9.8	8.1
Enid	51,407,592	48,745,206	53,692,940	-4.3	5.5
Guthrie	10,920,522	10,514,831	12,650,250	-13.7	3.9
Guymon	12,710,317	11,727,702	13,546,660	-6.2	8.4
Henryetta	6,067,733	5,630,882	6,099,890	-0.5	7.8
Hobart	2,385,225	2,188,933	2,463,366	-3.2	9.0
Holdenville	3,826,366	3,589,663	4,142,751	-7.6	6.6
Hugo	6,550,848	5,823,335	7,113,892	-7.9	12.5
Idabel	7,582,036	6,890,356	8,363,756	-9.3	10.0
Lawton	67,418,221	63,089,321	72,460,215	-7.0	6.9
McAlester	29,121,832	26,774,412	29,316,730	-0.7	8.8
Miami	12,220,293	11,143,066	13,025,194	-6.2	9.7
Midwest City	59,524,955	52,945,180	58,206,252	2.3	12.4
Moore	62,445,793	56,488,681	62,086,437	0.6	10.5
Muskogee	41,955,719	39,275,335	42,935,340	-2.3	6.8
Norman	121,479,157	116,157,450	128,300,349	-5.3	4.6
Oklahoma City	610,100,400	589,618,018	619,873,368	-1.6	3.5
Okmulgee	10,405,564	9,443,621	11,952,320	-12.9	10.2
Pauls Valley	10,308,879	9,774,149	11,436,675	-9.9	5.5
Pawhuska	3,504,526	3,397,880	3,774,228	-7.1	3.1
Ponca City	24,243,743	23,234,216	26,612,884	-8.9	4.3
Poteau	12,313,014	11,146,830	13,390,749	-8.0	10.5
Sand Springs	25,505,858	22,321,845	24,991,939	2.1	14.3
Sapulpa	16,835,539	15,810,182	17,523,765	-3.9	6.5
Seminole	9,130,803	8,401,085	10,076,463	-9.4	8.7
Shawnee	41,792,132	39,880,412	42,996,907	-2.8	4.8
Stillwater	54,400,576	51,757,120	59,239,823	-8.2	5.1
Tahlequah	24,036,163	22,608,379	25,111,304	-4.3	6.3
Tulsa	493,435,124	477,295,087	508,883,878	-3.0	3.4
Watonga	2,955,149	2,850,247	3,096,183	-4.6	3.7
Weatherford	16,733,297	15,579,445	17,584,858	-4.8	7.4
Wewoka	1,469,631	1,401,091	1,599,879	-8.1	4.9
Woodward	19,910,746	18,390,197	21,592,856	-7.8	8.3
Total Selected Cities	2,345,002,707	2,228,080,630	2,424,032,971	-3.26	5.25

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