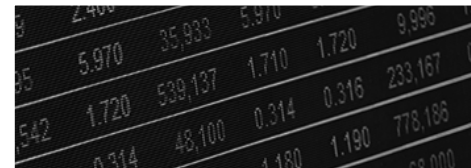




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OVERVIEW

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

	May 2019	April 2019	May 2018	Percentage Change	
				May '19 May '18	May '19 Apr '19
OKLAHOMA					
Durable Goods	838,971,011	841,418,675	856,131,445	-2.0	-0.3
Lumber, Building Materials and Hardware	300,135,231	300,595,530	305,461,224	-1.7	-0.2
Auto Accessories and Repair	194,715,563	194,651,978	195,712,154	-0.5	0.0
Furniture	81,196,870	81,431,166	80,728,139	0.6	-0.3
Computer, Electronics and Music Stores	115,401,588	116,766,298	120,629,564	-4.3	-1.2
Miscellaneous Durables	131,819,486	132,185,090	137,278,015	-4.0	-0.3
Used Merchandise	15,702,273	15,788,613	16,322,348	-3.8	-0.5
Nondurable Goods	2,721,361,986	2,575,133,716	2,636,398,332	3.2	5.7
General Merchandise	848,054,121	843,044,512	816,775,949	3.8	0.6
Food Stores	329,019,096	327,659,519	312,593,521	5.3	0.4
Apparel	123,680,776	124,625,494	124,929,604	-1.0	-0.8
Eating and Drinking Places	681,647,216	680,182,857	665,920,027	2.4	0.2
Drug Stores	43,757,050	43,574,843	43,102,116	1.5	0.4
Liquor Stores	35,943,388	37,922,359	49,284,905	-27.1	-5.2
Miscellaneous Nondurables	147,907,601	147,487,903	138,330,325	6.9	0.3
Gasoline	511,352,738	370,636,228	485,461,885	5.3	38.0
Total Retail Trade	3,560,332,997	3,416,552,391	3,492,529,777	1.9	4.2
OKLAHOMA CITY MSA					
Durable Goods	319,482,252	320,412,406	319,159,297	0.1	-0.3
Lumber, Building Materials and Hardware	118,133,964	118,006,848	111,471,923	6.0	0.1
Auto Accessories and Repair	68,446,197	68,272,386	65,512,130	4.5	0.3
Furniture	30,638,499	30,931,209	31,879,201	-3.9	-0.9
Computer, Electronics and Music Stores	38,205,768	38,808,967	44,507,765	-14.2	-1.6
Miscellaneous Durables	57,290,174	57,627,765	59,175,226	-3.2	-0.6
Used Merchandise	6,767,650	6,765,230	6,613,053	2.3	0.0
Nondurable Goods	902,212,985	914,842,720	888,062,247	1.6	-1.4
General Merchandise	286,525,043	285,317,931	276,494,060	3.6	0.4
Food Stores	101,590,921	100,717,326	93,886,348	8.2	0.9
Apparel	60,006,036	59,483,455	54,054,727	11.0	0.9
Eating and Drinking Places	285,122,715	282,632,156	262,995,028	8.4	0.9
Drug Stores	16,554,734	16,588,895	16,857,636	-1.8	-0.2
Liquor Stores	18,182,347	18,209,634	18,555,619	-2.0	-0.1
Miscellaneous Nondurables	53,026,311	52,550,658	49,048,869	8.1	0.9
Gasoline	81,204,877	99,342,665	116,169,960	-30.1	-18.3
Total Retail Trade	1,221,695,237	1,235,255,127	1,207,221,544	1.2	-1.1
TULSA MSA					
Durable Goods	199,679,117	200,607,859	207,397,614	-3.7	-0.5
Lumber, Building Materials and Hardware	69,035,390	69,247,090	70,531,005	-2.1	-0.3
Auto Accessories and Repair	30,979,039	30,943,890	30,419,727	1.8	0.1
Furniture	21,440,776	21,629,257	23,635,564	-9.3	-0.9
Computer, Electronics and Music Stores	33,961,936	34,344,714	36,787,999	-7.7	-1.1
Miscellaneous Durables	39,328,519	39,528,295	41,133,864	-4.4	-0.5
Used Merchandise	4,933,458	4,914,613	4,889,455	0.9	0.4
Nondurable Goods	708,851,823	670,224,899	687,141,852	3.2	5.8
General Merchandise	205,959,969	205,037,712	197,654,554	4.2	0.4
Food Stores	96,980,808	96,562,217	91,412,383	6.1	0.4
Apparel	33,725,235	33,977,304	35,781,478	-5.7	-0.7
Eating and Drinking Places	178,172,370	177,766,722	173,776,050	2.5	0.2
Drug Stores	14,136,968	14,103,675	13,994,487	1.0	0.2
Liquor Stores	10,830,055	11,235,886	14,638,048	-26.0	-3.6
Miscellaneous Nondurables	33,395,195	33,219,317	31,101,933	7.4	0.5
Gasoline	135,651,223	98,322,066	128,782,919	5.3	38.0
Total Retail Trade	908,530,940	870,832,758	894,539,466	1.6	4.3

ADJUSTED RETAIL TRADE FOR METRO AREAS AND STATE

	May 2019	April 2019	May 2018	Percentage Change	
				May '19 May '18	May '19 Apr '19
LAWTON MSA					
Durable Goods	18,281,777	18,259,466	18,268,825	0.1	0.1
Lumber, Building Materials and Hardware	6,882,539	6,856,422	6,769,672	1.7	0.4
Auto Accessories and Repair	3,758,915	3,737,670	3,283,057	14.5	0.6
Furniture	1,749,434	1,740,477	1,737,261	0.7	0.5
Computer, Electronics and Music Stores	2,430,609	2,462,671	2,819,869	-13.8	-1.3
Miscellaneous Durables	3,079,707	3,083,570	3,317,089	-7.2	-0.1
Used Merchandise	380,573	378,656	341,878	11.3	0.5
Nondurable Goods	69,165,750	66,268,206	68,385,294	1.1	4.4
General Merchandise	27,686,162	27,676,943	27,599,907	0.3	0.0
Food Stores	4,774,539	4,758,282	4,734,512	0.8	0.3
Apparel	3,458,001	3,472,714	3,616,471	-4.4	-0.4
Eating and Drinking Places	17,824,289	17,782,037	17,272,301	3.2	0.2
Drug Stores	752,540	754,129	776,004	-3.0	-0.2
Liquor Stores	962,066	991,632	1,327,031	-27.5	-3.0
Miscellaneous Nondurables	3,325,843	3,307,215	3,202,437	3.9	0.6
Gasoline	10,382,309	7,525,255	9,856,631	5.3	38.0
Total Retail Trade	87,447,527	84,527,672	86,654,119	0.9	3.5
ENID MICROSA					
Durable Goods	13,678,533	13,724,875	14,206,443	-3.7	-0.3
Lumber, Building Materials and Hardware	5,113,269	5,113,854	5,021,096	1.8	0.0
Auto Accessories and Repair	3,941,613	3,914,357	3,875,926	1.7	0.7
Furniture	899,668	896,917	909,903	-1.1	0.3
Computer, Electronics and Music Stores	1,494,886	1,529,337	1,738,911	-14.0	-2.3
Miscellaneous Durables	1,919,171	1,959,421	2,332,177	-17.7	-2.1
Used Merchandise	309,925	310,990	328,429	-5.6	-0.3
Nondurable Goods	47,110,640	44,673,713	45,078,822	4.5	5.5
General Merchandise	15,021,569	14,974,333	14,435,715	4.1	0.3
Food Stores	6,871,981	6,859,512	6,607,407	4.0	0.2
Apparel	2,199,610	2,218,538	2,291,712	-4.0	-0.9
Eating and Drinking Places	10,685,139	10,611,526	9,941,712	7.5	0.7
Drug Stores	953,672	956,726	952,390	0.1	-0.3
Liquor Stores	575,668	592,736	738,722	-22.1	-2.9
Miscellaneous Nondurables	2,364,087	2,343,688	2,099,529	12.6	0.9
Gasoline	8,438,914	6,116,653	8,011,635	5.3	38.0
Total Retail Trade	60,789,172	58,398,588	59,285,265	2.5	4.1

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

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

ADJUSTED RETAIL TRADE FOR SELECTED CITIES

	May 2019	Apr 2019	May 2018	Percentage Change	
				May '19 May '18	May '19 Apr '19
Ada	29,381,574	29,379,400	28,716,683	2.3	0.0
Altus	18,378,361	18,427,340	18,898,411	-2.8	-0.3
Alva	7,173,005	7,138,678	6,685,486	7.3	0.5
Anadarko	5,446,621	5,456,623	5,519,895	-1.3	-0.2
Ardmore	40,393,894	40,436,905	41,019,385	-1.5	-0.1
Bartlesville	39,012,338	39,075,180	39,606,916	-1.5	-0.2
Blackwell	5,282,372	5,314,602	5,933,565	-11.0	-0.6
Broken Arrow	90,494,935	90,435,952	88,850,555	1.9	0.1
Chickasha	21,378,953	21,315,542	20,569,990	3.9	0.3
Clinton	8,579,239	8,589,581	8,996,146	-4.6	-0.1
Cushing	10,013,807	9,990,892	9,873,304	1.4	0.2
Del City	19,535,106	19,519,027	19,605,410	-0.4	0.1
Duncan	23,929,320	23,937,482	24,212,241	-1.2	0.0
Durant	25,603,291	25,669,925	26,516,901	-3.4	-0.3
Edmond	118,968,633	118,671,018	115,713,621	2.8	0.3
El Reno	17,070,271	16,974,633	16,158,346	5.6	0.6
Elk City	19,623,121	19,737,701	20,858,641	-5.9	-0.6
Enid	54,085,220	54,104,537	54,148,226	-0.1	0.0
Guthrie	11,445,037	11,594,232	13,212,858	-13.4	-1.3
Guymon	13,672,139	13,663,032	13,586,097	0.6	0.1
Henryetta	6,339,747	6,319,793	6,073,159	4.4	0.3
Hobart	2,502,098	2,507,007	2,551,683	-1.9	-0.2
Holdenville	4,046,181	4,063,983	4,250,739	-4.8	-0.4
Hugo	7,061,049	7,087,642	7,206,938	-2.0	-0.4
Idabel	8,194,503	8,215,799	8,468,685	-3.2	-0.3
Lawton	71,857,374	71,849,600	72,363,952	-0.7	0.0
McAlester	30,902,631	30,839,779	29,947,670	3.2	0.2
Miami	13,086,899	13,081,750	13,098,461	-0.1	0.0
Midwest City	58,537,554	58,720,140	59,510,873	-1.6	-0.3
Moore	63,786,135	63,667,476	62,417,718	2.2	0.2
Muskogee	43,456,605	43,573,754	43,811,767	-0.8	-0.3
Norman	128,645,956	128,568,299	128,937,505	-0.2	0.1
Oklahoma City	625,487,285	625,863,318	625,967,026	-0.1	-0.1
Okmulgee	10,880,624	11,019,877	12,166,872	-10.6	-1.3
Pauls Valley	10,995,308	11,022,451	11,445,783	-3.9	-0.2
Pawhuska	3,347,008	3,430,622	4,066,062	-17.7	-2.4
Ponca City	25,712,821	25,785,525	26,888,289	-4.4	-0.3
Poteau	13,532,851	13,517,455	13,468,596	0.5	0.1
Sand Springs	25,676,083	25,585,320	25,130,606	2.2	0.4
Sapulpa	17,945,938	17,918,132	17,680,294	1.5	0.2
Seminole	9,711,171	9,742,216	10,027,277	-3.2	-0.3
Shawnee	44,984,396	44,791,233	43,503,928	3.4	0.4
Stillwater	57,618,082	57,832,150	60,210,271	-4.3	-0.4
Tahlequah	25,416,150	25,392,181	25,170,209	1.0	0.1
Tulsa	509,098,192	509,772,388	518,506,475	-1.8	-0.1
Watonga	2,989,852	2,999,166	3,104,188	-3.7	-0.3
Weatherford	18,117,712	18,037,822	17,546,836	3.3	0.4
Wewoka	1,422,806	1,450,318	1,645,889	-13.6	-1.9
Woodward	21,017,163	21,075,832	21,676,827	-3.0	-0.3
Total Selected Cities	2,441,837,410	2,443,163,311	2,455,527,255	-0.56	-0.05

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