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COLLEGE OF BUSINESS

Center for Economic &  
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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

	November 2018	October 2018	November 2017	Percentage Change	
				Nov '18 Nov '17	Nov '18 Oct '18
<b>OKLAHOMA</b>					
<b>Durable Goods</b>	<b>872,458,216</b>	<b>868,048,894</b>	<b>837,979,590</b>	4.1	0.5
Lumber, Building Materials and Hardware	309,119,882	307,681,963	303,832,179	1.7	0.5
Auto Accessories and Repair	200,918,336	199,545,373	185,465,902	8.3	0.7
Furniture	81,595,173	81,375,492	81,567,178	0.0	0.3
Computer, Electronics and Music Stores	125,123,834	124,719,997	115,464,240	8.4	0.3
Miscellaneous Durables	139,090,104	138,205,207	135,423,611	2.7	0.6
Used Merchandise	16,610,887	16,520,862	16,226,480	2.4	0.5
<b>Nondurable Goods</b>	<b>2,669,430,849</b>	<b>2,645,558,407</b>	<b>2,522,398,062</b>	5.8	0.9
General Merchandise	823,060,638	822,190,185	803,081,506	2.5	0.1
Food Stores	319,108,471	317,160,589	313,828,696	1.7	0.6
Apparel	127,737,207	127,650,903	125,443,875	1.8	0.1
Eating and Drinking Places	682,591,470	677,927,996	653,705,726	4.4	0.7
Drug Stores	42,247,025	42,392,743	44,821,504	-5.7	-0.3
Liquor Stores	51,797,748	51,409,100	47,609,463	8.8	0.8
Miscellaneous Nondurables	142,718,204	141,938,305	137,776,747	3.6	0.5
Gasoline	480,170,086	464,888,586	396,130,545	21.2	3.3
<b>Total Retail Trade</b>	<b>3,541,889,066</b>	<b>3,513,607,301</b>	<b>3,360,377,653</b>	5.4	0.8
<b>OKLAHOMA CITY MSA</b>					
<b>Durable Goods</b>	<b>331,820,621</b>	<b>330,195,004</b>	<b>320,560,907</b>	3.5	0.5
Lumber, Building Materials and Hardware	116,165,812	115,738,628	115,102,579	0.9	0.4
Auto Accessories and Repair	68,256,132	67,819,520	64,838,199	5.3	0.6
Furniture	34,012,459	33,802,762	32,618,521	4.3	0.6
Computer, Electronics and Music Stores	44,604,524	44,468,533	41,545,802	7.4	0.3
Miscellaneous Durables	61,919,017	61,529,519	59,929,734	3.3	0.6
Used Merchandise	6,862,677	6,836,041	6,526,072	5.2	0.4
<b>Nondurable Goods</b>	<b>845,504,048</b>	<b>869,890,305</b>	<b>885,609,337</b>	-4.5	-2.8
General Merchandise	277,571,293	276,825,335	271,450,941	2.3	0.3
Food Stores	91,469,563	91,856,233	95,683,278	-4.4	-0.4
Apparel	53,435,512	53,834,230	56,595,379	-5.6	-0.7
Eating and Drinking Places	256,276,743	257,383,918	267,462,532	-4.2	-0.4
Drug Stores	17,086,266	17,038,785	16,628,612	2.8	0.3
Liquor Stores	17,709,281	17,807,012	18,390,152	-3.7	-0.5
Miscellaneous Nondurables	47,192,387	47,602,885	51,153,641	-7.7	-0.9
Gasoline	84,763,004	107,541,907	108,244,804	-21.7	-21.2
<b>Total Retail Trade</b>	<b>1,177,324,669</b>	<b>1,200,085,308</b>	<b>1,206,170,244</b>	-2.4	-1.9
<b>TULSA MSA</b>					
<b>Durable Goods</b>	<b>211,340,753</b>	<b>210,584,708</b>	<b>205,790,036</b>	2.7	0.4
Lumber, Building Materials and Hardware	70,779,605	70,795,584	72,314,092	-2.1	0.0
Auto Accessories and Repair	31,270,221	31,072,230	28,356,924	10.3	0.6
Furniture	22,787,445	22,873,062	24,250,637	-6.0	-0.4
Computer, Electronics and Music Stores	39,032,800	38,695,455	34,872,448	11.9	0.9
Miscellaneous Durables	42,616,669	42,302,349	41,137,842	3.6	0.7
Used Merchandise	4,854,013	4,846,029	4,858,093	-0.1	0.2
<b>Nondurable Goods</b>	<b>695,866,971</b>	<b>690,011,043</b>	<b>657,495,387</b>	5.8	0.8
General Merchandise	200,886,388	200,260,111	194,145,323	3.5	0.3
Food Stores	93,960,906	93,596,012	91,108,769	3.1	0.4
Apparel	36,285,346	36,201,615	34,932,546	3.9	0.2
Eating and Drinking Places	176,677,488	176,019,539	171,050,121	3.3	0.4
Drug Stores	13,375,826	13,501,389	15,594,957	-14.2	-0.9
Liquor Stores	15,331,017	15,217,467	14,346,944	6.9	0.7
Miscellaneous Nondurables	31,970,886	31,889,660	31,231,550	2.4	0.3
Gasoline	127,379,115	123,325,252	105,085,177	21.2	3.3
<b>Total Retail Trade</b>	<b>907,207,724</b>	<b>900,595,752</b>	<b>863,285,423</b>	5.1	0.7

## ADJUSTED RETAIL TRADE FOR METRO AREAS AND STATE

	November 2018	October 2018	November 2017	Percentage Change	
				Nov '18 Nov '17	Nov '18 Oct '18
<b>LAWTON MSA</b>					
<b>Durable Goods</b>	<b>18,292,754</b>	<b>18,100,682</b>	<b>17,903,273</b>	2.2	1.1
Lumber, Building Materials and Hardware	6,512,894	6,688,562	6,966,099	-6.5	-2.6
Auto Accessories and Repair	3,858,479	3,670,254	3,069,893	25.7	5.1
Furniture	1,662,470	1,747,224	1,881,059	-11.6	-4.9
Computer, Electronics and Music Stores	2,811,199	2,647,488	2,486,649	13.1	6.2
Miscellaneous Durables	3,067,741	2,984,723	3,185,963	-3.7	2.8
Used Merchandise	379,971	362,431	313,610	21.2	4.8
<b>Nondurable Goods</b>	<b>68,161,807</b>	<b>65,799,326</b>	<b>66,121,545</b>	3.1	3.6
General Merchandise	27,853,187	27,630,709	27,010,355	3.1	0.8
Food Stores	4,256,837	4,546,769	5,341,827	-20.3	-6.4
Apparel	3,547,594	3,574,511	3,577,197	-0.8	-0.8
Eating and Drinking Places	17,608,995	17,670,852	17,230,055	2.2	-0.4
Drug Stores	764,947	759,892	774,990	-1.3	0.7
Liquor Stores	1,298,635	1,232,044	1,243,391	4.4	5.4
Miscellaneous Nondurables	3,082,423	3,102,544	3,183,957	-3.2	-0.6
Gasoline	9,749,188	7,282,005	7,759,772	25.6	33.9
<b>Total Retail Trade</b>	<b>86,454,561</b>	<b>83,900,008</b>	<b>84,024,818</b>	2.9	3.0
<b>ENID MICROSA</b>					
<b>Durable Goods</b>	<b>14,432,635</b>	<b>14,092,179</b>	<b>14,011,998</b>	3.0	2.4
Lumber, Building Materials and Hardware	5,184,329	5,116,067	4,823,720	7.5	1.3
Auto Accessories and Repair	3,751,924	3,630,614	3,742,377	0.3	3.3
Furniture	906,315	910,424	911,465	-0.6	-0.5
Computer, Electronics and Music Stores	1,886,719	1,852,170	1,699,458	11.0	1.9
Miscellaneous Durables	2,381,502	2,262,345	2,503,111	-4.9	5.3
Used Merchandise	321,845	320,560	331,867	-3.0	0.4
<b>Nondurable Goods</b>	<b>45,997,302</b>	<b>43,563,881</b>	<b>43,176,626</b>	6.5	5.6
General Merchandise	14,575,086	14,467,002	14,591,665	-0.1	0.7
Food Stores	6,884,834	6,802,925	6,294,489	9.4	1.2
Apparel	2,426,934	2,382,731	2,193,166	10.7	1.9
Eating and Drinking Places	10,231,071	9,986,599	9,913,645	3.2	2.4
Drug Stores	986,222	1,000,517	999,721	-1.4	-1.4
Liquor Stores	776,829	730,155	764,948	1.6	6.4
Miscellaneous Nondurables	2,192,022	2,275,016	2,111,721	3.8	-3.6
Gasoline	7,924,303	5,918,935	6,307,273	25.6	33.9
<b>Total Retail Trade</b>	<b>60,429,936</b>	<b>57,656,060</b>	<b>57,188,625</b>	5.7	4.8

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

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**ADJUSTED RETAIL TRADE FOR SELECTED CITIES**

	Nov 2018	Oct 2018	Nov 2017	Percentage Change	
				Nov '18 Nov '17	Nov '18 Oct '18
Ada	29,612,867	29,465,044	28,518,290	3.8	0.5
Altus	19,107,093	19,019,308	18,449,510	3.6	0.5
Alva	6,932,130	6,893,225	6,563,992	5.6	0.6
Anadarko	5,480,987	5,487,763	5,549,441	-1.2	-0.1
Ardmore	41,964,451	41,695,869	38,847,896	8.0	0.6
Bartlesville	40,234,283	40,087,793	38,787,516	3.7	0.4
Blackwell	5,491,196	5,525,578	5,827,446	-5.8	-0.6
Broken Arrow	91,287,909	90,870,585	87,361,510	4.5	0.5
Chickasha	21,540,136	21,353,647	19,592,219	9.9	0.9
Clinton	8,736,561	8,736,176	8,855,698	-1.3	0.0
Cushing	9,914,525	9,884,592	9,766,861	1.5	0.3
Del City	19,372,697	19,361,581	19,206,951	0.9	0.1
Duncan	24,079,169	24,048,063	23,612,566	2.0	0.1
Durant	26,462,971	26,425,240	26,064,109	1.5	0.1
Edmond	117,020,678	116,776,519	113,491,433	3.1	0.2
El Reno	16,617,107	16,517,285	15,295,221	8.6	0.6
Elk City	20,982,502	20,930,788	20,365,116	3.0	0.2
Enid	54,606,895	54,496,573	52,823,894	3.4	0.2
Guthrie	13,018,188	12,994,055	12,656,779	2.9	0.2
Guymon	13,626,383	13,609,491	13,254,262	2.8	0.1
Henryetta	6,178,819	6,166,100	5,952,708	3.8	0.2
Hobart	2,533,732	2,531,402	2,604,353	-2.7	0.1
Holdenville	4,298,325	4,278,040	4,063,170	5.8	0.5
Hugo	7,406,753	7,373,440	7,254,772	2.1	0.5
Idabel	8,506,752	8,481,867	8,270,989	2.9	0.3
Lawton	71,748,447	71,767,636	71,511,078	0.3	0.0
McAlester	31,100,444	30,897,550	29,603,518	5.1	0.7
Miami	13,065,824	13,056,533	12,958,481	0.8	0.1
Midwest City	61,106,914	60,698,261	57,429,761	6.4	0.7
Moore	63,324,319	63,127,046	61,147,869	3.6	0.3
Muskogee	44,550,108	44,427,419	44,071,162	1.1	0.3
Norman	128,848,956	128,691,625	125,537,082	2.6	0.1
Oklahoma City	637,599,664	635,202,674	612,823,235	4.0	0.4
Okmulgee	12,384,750	12,329,657	11,944,824	3.7	0.4
Pauls Valley	11,152,122	11,180,579	11,306,621	-1.4	-0.3
Pawhuska	4,263,571	4,219,883	4,146,179	2.8	1.0
Ponca City	26,636,674	26,629,459	27,304,209	-2.4	0.0
Poteau	13,339,221	13,346,901	13,449,118	-0.8	-0.1
Sand Springs	25,478,887	25,273,407	24,633,678	3.4	0.8
Sapulpa	18,142,282	18,041,996	16,849,197	7.7	0.6
Seminole	9,936,570	9,948,523	9,844,607	0.9	-0.1
Shawnee	44,390,464	44,221,494	42,785,563	3.8	0.4
Stillwater	60,223,465	60,110,911	58,803,610	2.4	0.2
Tahlequah	25,143,406	25,138,792	24,588,110	2.3	0.0
Tulsa	519,916,822	518,672,787	511,896,214	1.6	0.2
Watonga	3,180,602	3,162,264	2,940,529	8.2	0.6
Weatherford	17,538,298	17,508,300	16,911,220	3.7	0.2
Wewoka	1,696,494	1,689,730	1,670,863	1.5	0.4
Woodward	21,367,679	21,390,348	21,512,743	-0.7	-0.1
<b>Total Selected Cities</b>	<b>2,481,149,093</b>	<b>2,473,743,800</b>	<b>2,408,706,177</b>	<b>3.01</b>	<b>0.30</b>

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