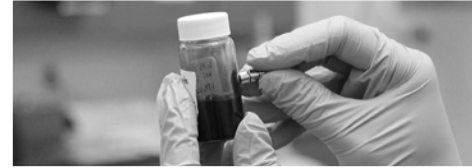




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COLLEGE OF BUSINESS

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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

Companies offering COVID-19 pandemic solutions big winners

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Note: includes comments from Dr. Dauffenbach, OU Price College

Impact of energy companies' exposure to commodity prices

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Note: includes comments from Dr. Dauffenbach, OU Price College

How pandemic is picking winners and losers for investors

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Note: includes comments from Dr. Dauffenbach, OU Price College

Online shopping increases revenue throughout the state

[KSWO](#)

Note: comments by David Francis with the Oklahoma Tax Commission

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ADJUSTED RETAIL TRADE FOR METRO AREAS AND STATE

	December 2020	November 2020	December 2019	Percentage Change	
				Dec '20 Dec '19	Dec '20 Nov '20
OKLAHOMA					
Durable Goods	985,371,747	963,201,530	848,024,482	16.2	2.3
Lumber, Building Materials and Hardware	407,445,474	401,687,439	327,237,037	24.5	1.4
Auto Accessories and Repair	206,904,233	202,732,101	186,033,761	11.2	2.1
Furniture	91,583,968	88,636,864	83,958,140	9.1	3.3
Computer, Electronics and Music Stores	91,091,212	89,360,786	99,009,816	-8.0	1.9
Miscellaneous Durables	169,801,679	163,004,331	135,491,803	25.3	4.2
Used Merchandise	18,545,180	17,780,009	16,293,925	13.8	4.3
Nondurable Goods	2,677,884,529	2,655,265,701	2,698,609,355	-0.8	0.9
General Merchandise	909,760,891	915,847,835	842,925,804	7.9	-0.7
Food Stores	354,100,470	359,512,181	323,193,593	9.6	-1.5
Apparel	119,289,011	110,535,392	126,039,263	-5.4	7.9
Eating and Drinking Places	663,387,582	641,056,231	690,446,011	-3.9	3.5
Drug Stores	48,952,214	48,464,849	42,719,827	14.6	1.0
Liquor Stores	54,857,753	54,484,211	40,079,738	36.9	0.7
Miscellaneous Nondurables	218,993,055	213,171,780	167,987,578	30.4	2.7
Gasoline	308,543,553	312,193,221	465,217,541	-33.7	-1.2
Total Retail Trade	3,663,256,276	3,618,467,231	3,546,633,837	3.3	1.2
Electronic Shopping	359,180,453	308,668,233	238,589,787	50.5	16.4
<i>Electronic Shopping (actual \$ collected at 5% of use tax)</i>	<i>17,959,023</i>	<i>15,433,412</i>	<i>11,929,489</i>	<i>50.5</i>	<i>16.4</i>
OKLAHOMA CITY MSA					
Durable Goods	373,067,462	370,017,396	344,480,655	8.3	0.8
Lumber, Building Materials and Hardware	145,430,495	144,553,021	128,213,708	13.4	0.6
Auto Accessories and Repair	70,162,937	69,689,772	66,453,244	5.6	0.7
Furniture	34,458,619	33,954,515	31,966,158	7.8	1.5
Computer, Electronics and Music Stores	30,521,537	31,007,398	39,457,768	-22.6	-1.6
Miscellaneous Durables	67,469,110	66,070,059	58,653,830	15.0	2.1
Used Merchandise	6,479,583	6,962,622	3,442,022	88.2	-6.9
Nondurable Goods	809,913,056	835,161,704	946,812,738	-14.5	-3.0
General Merchandise	301,666,393	300,199,298	280,319,711	7.6	0.5
Food Stores	112,262,135	110,907,051	97,698,020	14.9	1.2
Apparel	35,573,805	38,184,921	61,014,548	-41.7	-6.8
Eating and Drinking Places	179,727,602	190,754,973	280,588,361	-35.9	-5.8
Drug Stores	17,756,538	17,704,260	17,128,764	3.7	0.3
Liquor Stores	20,073,986	19,533,649	15,117,637	32.8	2.8
Miscellaneous Nondurables	88,652,000	86,287,359	70,888,461	25.1	2.7
Gasoline	54,200,598	71,590,193	124,057,235	-56.3	-24.3
Total Retail Trade	1,182,980,518	1,205,179,099	1,291,293,393	-8.4	-1.8
TULSA MSA					
Durable Goods	240,073,801	236,168,344	207,311,963	15.8	1.7
Lumber, Building Materials and Hardware	93,960,594	92,536,655	75,118,952	25.1	1.5
Auto Accessories and Repair	36,223,736	35,672,833	31,346,389	15.6	1.5
Furniture	24,854,206	24,553,934	24,092,562	3.2	1.2
Computer, Electronics and Music Stores	30,463,135	30,329,675	32,675,866	-6.8	0.4
Miscellaneous Durables	49,375,798	47,962,700	39,310,901	25.6	2.9
Used Merchandise	5,196,331	5,112,546	4,767,293	9.0	1.6
Nondurable Goods	680,552,138	678,427,368	706,389,773	-3.7	0.3
General Merchandise	223,636,530	222,537,255	204,164,991	9.5	0.5
Food Stores	105,885,102	105,798,045	95,546,852	10.8	0.1
Apparel	30,765,377	30,215,529	34,475,352	-10.8	1.8
Eating and Drinking Places	158,545,769	158,710,105	184,935,374	-14.3	-0.1
Drug Stores	12,285,735	12,323,979	12,774,643	-3.8	-0.3
Liquor Stores	15,249,445	14,963,927	11,501,123	32.6	1.9
Miscellaneous Nondurables	52,334,007	51,060,173	39,578,922	32.2	2.5
Gasoline	81,850,173	82,818,354	123,412,516	-33.7	-1.2
Total Retail Trade	920,625,939	914,595,712	913,701,735	0.8	0.7

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(a) Electronic Shopping = NAICS 454110 (USE TAX at 5%)

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

ADJUSTED RETAIL TRADE FOR METRO AREAS AND STATE

	December 2020	November 2020	December 2019	Percentage Change	
				Dec '20 Dec '19	Dec '20 Nov '20
LAWTON MSA					
Durable Goods	24,179,694	23,573,196	17,770,792	36.1	2.6
Lumber, Building Materials and Hardware	10,674,513	10,358,265	6,903,875	54.6	3.1
Auto Accessories and Repair	4,369,383	4,327,299	3,852,964	13.4	1.0
Furniture	1,999,141	1,941,945	1,539,686	29.8	2.9
Computer, Electronics and Music Stores	2,188,867	2,164,852	1,958,491	11.8	1.1
Miscellaneous Durables	4,562,920	4,403,685	3,185,426	43.2	3.6
Used Merchandise	384,869	377,151	330,350	16.5	2.0
Nondurable Goods	74,772,517	74,002,952	69,835,135	7.1	1.0
General Merchandise	31,772,376	31,465,256	27,816,290	14.2	1.0
Food Stores	6,521,628	6,442,523	4,944,319	31.9	1.2
Apparel	3,349,957	3,282,310	3,523,044	-4.9	2.1
Eating and Drinking Places	18,298,929	18,148,949	18,396,797	-0.5	0.8
Drug Stores	1,157,074	1,129,138	800,049	44.6	2.5
Liquor Stores	1,500,376	1,467,041	1,003,212	49.6	2.3
Miscellaneous Nondurables	5,907,627	5,729,085	3,905,826	51.3	3.1
Gasoline	6,264,549	6,338,651	9,445,598	-33.7	-1.2
Total Retail Trade	98,952,211	97,576,148	87,605,927	13.0	1.4
ENID MICROSA					
Durable Goods	15,176,129	15,021,366	12,680,075	19.7	1.0
Lumber, Building Materials and Hardware	6,459,175	6,360,632	4,976,413	29.8	1.5
Auto Accessories and Repair	3,184,649	3,208,734	3,395,188	-6.2	-0.8
Furniture	882,829	870,141	865,971	1.9	1.5
Computer, Electronics and Music Stores	1,298,714	1,296,731	1,264,215	2.7	0.2
Miscellaneous Durables	3,050,524	2,987,978	1,912,474	59.5	2.1
Used Merchandise	300,237	297,150	265,815	12.9	1.0
Nondurable Goods	41,272,956	42,290,216	48,502,708	-14.9	-2.4
General Merchandise	15,049,639	14,995,045	13,990,126	7.6	0.4
Food Stores	7,533,348	7,505,735	6,700,200	12.4	0.4
Apparel	2,542,795	2,466,581	2,247,288	13.1	3.1
Eating and Drinking Places	5,822,818	7,003,521	13,366,597	-56.4	-16.9
Drug Stores	1,063,768	1,048,482	887,295	19.9	1.5
Liquor Stores	797,576	782,345	568,448	40.3	1.9
Miscellaneous Nondurables	3,371,082	3,336,345	3,065,214	10.0	1.0
Gasoline	5,091,931	5,152,161	7,677,540	-33.7	-1.2
Total Retail Trade	56,449,084	57,311,582	61,182,783	-7.7	-1.5

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ADJUSTED RETAIL TRADE FOR SELECTED CITIES

	December 2020	November 2020	December 2019	Percentage Change	
				Dec '20	Dec '20
				Dec '19	Nov '20
Ada	31,023,759	30,819,781	29,906,650	3.7	0.7
Altus	20,582,076	20,396,022	19,269,255	6.8	0.9
Alva	5,304,534	5,626,949	7,201,667	-26.3	-5.7
Anadarko	5,725,259	5,700,958	5,400,867	6.0	0.4
Ardmore	44,695,816	44,306,890	42,348,551	5.5	0.9
Bartlesville	39,759,766	39,774,816	41,220,650	-3.5	0.0
Blackwell	4,973,367	5,012,751	5,569,175	-10.7	-0.8
Broken Arrow	98,222,046	97,391,056	93,094,495	5.5	0.9
Chickasha	20,629,113	20,589,189	20,968,278	-1.6	0.2
Clinton	7,551,521	7,554,675	8,365,245	-9.7	0.0
Cushing	9,984,862	9,987,909	9,990,650	-0.1	0.0
Del City	19,419,640	19,427,493	20,063,026	-3.2	0.0
Duncan	25,933,934	25,662,974	24,146,175	7.4	1.1
Durant	30,702,356	30,393,823	28,195,191	8.9	1.0
Edmond	130,566,212	129,679,337	124,853,078	4.6	0.7
El Reno	13,152,939	13,316,541	15,689,575	-16.2	-1.2
Elk City	19,308,643	19,220,200	19,207,629	0.5	0.5
Enid	52,157,828	53,046,034	56,292,035	-7.3	-1.7
Guthrie	13,143,782	13,072,777	13,071,838	0.6	0.5
Guymon	12,721,543	12,778,627	14,364,672	-11.4	-0.4
Henryetta	6,176,893	6,174,404	6,343,753	-2.6	0.0
Hobart	2,585,683	2,582,878	2,605,528	-0.8	0.1
Holdenville	4,481,520	4,439,378	4,098,842	9.3	0.9
Hugo	8,528,530	8,384,453	7,192,644	18.6	1.7
Idabel	10,386,297	10,219,573	8,766,105	18.5	1.6
Lawton	80,115,694	79,174,615	73,128,053	9.6	1.2
McAlester	30,150,507	29,993,673	30,104,614	0.2	0.5
Miami	14,714,360	14,572,862	13,578,203	8.4	1.0
Midwest City	70,569,660	69,498,824	61,451,166	14.8	1.5
Moore	70,383,442	69,644,003	65,047,184	8.2	1.1
Muskogee	48,920,047	48,293,155	45,307,811	8.0	1.3
Norman	128,944,864	128,398,434	131,273,762	-1.8	0.4
Oklahoma City	609,865,928	608,901,519	650,596,778	-6.3	0.2
Okmulgee	13,499,282	13,344,567	12,348,387	9.3	1.2
Pauls Valley	10,665,243	10,658,084	11,139,307	-4.3	0.1
Pawhuska	3,880,566	3,828,500	3,929,430	-1.2	1.4
Ponca City	29,268,488	29,096,081	27,498,910	6.4	0.6
Poteau	16,101,142	15,909,288	14,031,797	14.7	1.2
Sand Springs	26,215,413	26,184,593	26,556,471	-1.3	0.1
Sapulpa	19,579,082	19,460,404	18,671,593	4.9	0.6
Seminole	11,140,839	11,050,478	10,193,369	9.3	0.8
Shawnee	49,564,772	48,934,952	45,589,872	8.7	1.3
Stillwater	57,766,249	57,843,851	62,626,406	-7.8	-0.1
Tahlequah	29,359,590	28,987,191	26,271,824	11.8	1.3
Tulsa	496,065,237	495,355,479	525,913,530	-5.7	0.1
Watonga	2,458,704	2,466,674	2,539,484	-3.2	-0.3
Weatherford	16,678,543	16,659,532	16,963,119	-1.7	0.1
Wewoka	1,624,705	1,612,262	1,503,021	8.1	0.8
Woodward	20,413,191	20,367,287	20,350,780	0.3	0.2
TOTAL	2,495,663,467	2,485,795,798	2,524,840,445	-1.16	0.40

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