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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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Doing the math on cheap gas and the petroleum recession in Oklahoma

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Metro Area Unemployment rates fall between May June 2020

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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

	July 2020	June 2020	July 2019	Percentage Change	
				Jul '20 Jul '19	Jul '20 Jun '20
OKLAHOMA					
Durable Goods	826,975,145	830,391,056	852,277,740	-3.0	-0.4
Lumber, Building Materials and Hardware	365,521,109	359,627,160	321,634,406	13.6	1.6
Auto Accessories and Repair	174,366,755	176,175,205	190,328,830	-8.4	-1.0
Furniture	72,814,911	74,640,372	82,503,050	-11.7	-2.4
Computer, Electronics and Music Stores	81,718,073	84,108,576	101,444,603	-19.4	-2.8
Miscellaneous Durables	119,525,758	122,283,639	139,558,125	-14.4	-2.3
Used Merchandise	13,028,539	13,556,105	16,808,727	-22.5	-3.9
Nondurable Goods	2,470,127,292	2,401,140,726	2,714,789,178	-9.0	2.9
General Merchandise	927,808,009	915,966,620	850,681,781	9.1	1.3
Food Stores	380,781,316	371,274,526	324,148,063	17.5	2.6
Apparel	63,086,600	74,009,336	127,028,220	-50.3	-14.8
Eating and Drinking Places	524,886,419	552,020,624	691,652,172	-24.1	-4.9
Drug Stores	43,587,559	43,402,819	44,961,636	-3.1	0.4
Liquor Stores	50,597,722	48,724,872	41,172,492	22.9	3.8
Miscellaneous Nondurables	180,639,916	178,961,022	159,228,572	13.4	0.9
Gasoline	298,739,750	216,780,906	475,916,243	-37.2	37.8
Total Retail Trade	3,297,102,436	3,231,531,781	3,567,066,918	-7.6	2.0
OKLAHOMA CITY MSA					
Durable Goods	344,999,240	344,331,381	331,397,782	4.1	0.2
Lumber, Building Materials and Hardware	144,849,754	142,970,346	124,322,478	16.5	1.3
Auto Accessories and Repair	62,828,070	63,382,519	69,113,984	-9.1	-0.9
Furniture	26,967,748	27,587,905	33,441,228	-19.4	-2.2
Computer, Electronics and Music Stores	31,186,168	31,978,012	37,465,378	-16.8	-2.5
Miscellaneous Durables	48,800,529	49,953,292	59,810,566	-18.4	-2.3
Used Merchandise (a)	30,366,972	28,459,307	7,244,148	319.2	6.7
Nondurable Goods	870,127,648	880,700,281	937,438,866	-7.2	-1.2
General Merchandise	277,635,724	279,778,638	291,461,830	-4.7	-0.8
Food Stores	97,108,926	97,584,896	100,130,559	-3.0	-0.5
Apparel	61,550,053	61,181,775	58,094,667	5.9	0.6
Eating and Drinking Places	280,219,454	280,654,948	285,505,434	-1.9	-0.2
Drug Stores	17,260,766	17,271,423	17,391,080	-0.7	-0.1
Liquor Stores	15,043,876	15,081,600	15,385,268	-2.2	-0.3
Miscellaneous Nondurables	75,898,572	73,858,081	59,043,877	28.5	2.8
Gasoline	45,410,277	55,288,921	110,426,150	-58.9	-17.9
Total Retail Trade	1,215,126,888	1,225,031,662	1,268,836,648	-4.2	-0.8
TULSA MSA					
Durable Goods	197,245,357	198,642,665	209,004,646	-5.6	-0.7
Lumber, Building Materials and Hardware	85,400,438	84,274,670	74,447,113	14.7	1.3
Auto Accessories and Repair	30,317,230	30,485,990	32,137,457	-5.7	-0.6
Furniture	19,776,909	20,257,049	23,219,193	-14.8	-2.4
Computer, Electronics and Music Stores	25,930,114	26,658,822	32,978,989	-21.4	-2.7
Miscellaneous Durables	31,956,706	32,987,625	41,313,026	-22.6	-3.1
Used Merchandise	3,863,960	3,978,508	4,908,868	-21.3	-2.9
Nondurable Goods	632,480,101	614,403,968	705,308,431	-10.3	2.9
General Merchandise	222,074,608	220,328,464	204,668,341	8.5	0.8
Food Stores	113,176,032	111,241,706	96,471,314	17.3	1.7
Apparel	15,291,055	17,583,015	35,643,208	-57.1	-13.0
Eating and Drinking Places	135,493,752	140,926,850	179,652,196	-24.6	-3.9
Drug Stores	11,749,611	11,956,884	14,708,507	-20.1	-1.7
Liquor Stores	13,952,583	13,662,452	11,537,877	20.9	2.1
Miscellaneous Nondurables	41,493,030	41,197,143	36,376,329	14.1	0.7
Gasoline	79,249,429	57,507,456	126,250,659	-37.2	37.8
Total Retail Trade	829,725,458	813,046,634	914,313,077	-9.3	2.1

This OU July Report of the OTC August distribution of sales tax collections by the Oklahoma Tax Commission primarily represents local tax receipts from June business. The monies they reported this period represent Sales from June 16th to 30th and Estimated Sales from July 1st to July 15th.

(a) OKC NAICS for Used Merchandise Re-classified in 2020 by OTC (under review)

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

ADJUSTED RETAIL TRADE FOR METRO AREAS AND STATE

	July 2020	June 2020	July 2019	Percentage Change	
				Jul '20 Jul '19	Jul '20 Jun '20
LAWTON MSA					
Durable Goods	18,929,969	18,818,280	18,160,737	4.2	0.6
Lumber, Building Materials and Hardware	8,393,304	8,236,142	7,103,707	18.2	1.9
Auto Accessories and Repair	4,106,791	4,072,422	3,626,574	13.2	0.8
Furniture	1,416,127	1,423,415	1,484,094	-4.6	-0.5
Computer, Electronics and Music Stores	1,811,999	1,832,675	2,214,664	-18.2	-1.1
Miscellaneous Durables	2,928,735	2,972,611	3,358,771	-12.8	-1.5
Used Merchandise	273,013	281,016	372,928	-26.8	-2.8
Nondurable Goods	66,356,319	64,738,264	70,539,505	-5.9	2.5
General Merchandise	29,603,790	29,445,932	28,431,273	4.1	0.5
Food Stores	6,681,907	6,483,860	4,942,089	35.2	3.1
Apparel	1,808,465	2,012,102	3,600,432	-49.8	-10.1
Eating and Drinking Places	15,358,092	15,673,782	18,203,160	-15.6	-2.0
Drug Stores	987,312	966,156	801,018	23.3	2.2
Liquor Stores	1,308,534	1,279,980	1,138,871	14.9	2.2
Miscellaneous Nondurables	4,542,722	4,475,017	3,759,842	20.8	1.5
Gasoline	6,065,497	4,401,436	9,662,820	-37.2	37.8
Total Retail Trade	85,286,288	83,556,545	88,700,242	-3.8	2.1
ENID MICROSA					
Durable Goods	14,305,470	14,186,118	13,876,090	3.1	0.8
Lumber, Building Materials and Hardware	6,020,447	5,917,567	5,231,502	15.1	1.7
Auto Accessories and Repair	3,314,889	3,338,801	3,661,815	-9.5	-0.7
Furniture	646,591	672,652	905,429	-28.6	-3.9
Computer, Electronics and Music Stores	1,223,704	1,229,835	1,315,522	-7.0	-0.5
Miscellaneous Durables	2,859,127	2,780,938	2,452,181	16.6	2.8
Used Merchandise	240,712	246,325	309,641	-22.3	-2.3
Nondurable Goods	52,034,067	49,902,686	46,102,518	12.9	4.3
General Merchandise	14,820,710	14,771,609	14,623,913	1.3	0.3
Food Stores	7,829,938	7,707,148	6,831,009	14.6	1.6
Apparel	1,338,724	1,444,217	2,197,399	-39.1	-7.3
Eating and Drinking Places	18,320,880	17,657,190	10,342,761	77.1	3.8
Drug Stores	930,059	927,141	915,484	1.6	0.3
Liquor Stores	735,423	717,911	631,102	16.5	2.4
Miscellaneous Nondurables	3,128,195	3,099,909	2,706,747	15.6	0.9
Gasoline	4,930,137	3,577,561	7,854,102	-37.2	37.8
Total Retail Trade	66,339,538	64,088,804	59,978,608	10.6	3.5

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ADJUSTED RETAIL TRADE FOR SELECTED CITIES

	July 2020	June 2020	July 2019	Percentage Change	
				Jul '20 Jul '19	Jul '20 Jun '20
Ada	28,465,657	28,608,751	29,186,172	-2.5	-0.5
Altus	18,814,948	18,837,063	18,769,850	0.2	-0.1
Alva	8,827,900	8,622,774	6,630,995	33.1	2.4
Anadarko	5,622,241	5,597,817	5,392,970	4.3	0.4
Ardmore	39,836,792	40,084,660	41,906,112	-4.9	-0.6
Bartlesville	38,441,387	38,689,672	40,532,195	-5.2	-0.6
Blackwell	5,161,200	5,186,714	5,586,533	-7.6	-0.5
Broken Arrow	88,364,329	88,796,593	90,382,822	-2.2	-0.5
Chickasha	19,526,182	19,714,582	21,352,048	-8.6	-1.0
Clinton	6,902,970	7,071,723	8,201,107	-15.8	-2.4
Cushing	10,081,060	10,070,230	9,783,073	3.0	0.1
Del City	19,074,289	19,171,213	19,807,420	-3.7	-0.5
Duncan	22,810,946	22,961,787	23,915,503	-4.6	-0.7
Durant	27,869,657	27,855,172	27,441,647	1.6	0.1
Edmond	119,785,318	120,407,899	124,484,700	-3.8	-0.5
El Reno	13,703,450	13,930,329	16,304,311	-16.0	-1.6
Elk City	17,785,228	17,946,799	19,582,219	-9.2	-0.9
Enid	61,946,925	61,287,110	55,023,853	12.6	1.1
Guthrie	12,044,114	12,134,343	12,685,704	-5.1	-0.7
Guymon	12,398,732	12,587,963	13,968,237	-11.2	-1.5
Henryetta	6,068,873	6,086,072	6,097,362	-0.5	-0.3
Hobart	2,552,854	2,555,619	2,533,433	0.8	-0.1
Holdenville	4,189,107	4,174,688	4,084,065	2.6	0.3
Hugo	7,186,066	7,196,647	7,375,013	-2.6	-0.1
Idabel	9,014,677	8,982,838	8,568,320	5.2	0.4
Lawton	69,002,595	69,473,320	73,682,937	-6.4	-0.7
McAlester	27,361,522	27,657,710	30,718,699	-10.9	-1.1
Miami	13,548,613	13,512,862	12,862,251	5.3	0.3
Midwest City	59,384,941	59,641,452	61,578,698	-3.6	-0.4
Moore	62,561,267	62,766,411	63,227,600	-1.1	-0.3
Muskogee	41,176,350	41,613,908	45,243,590	-9.0	-1.1
Norman	115,611,340	117,353,466	130,057,624	-11.1	-1.5
Oklahoma City	548,920,794	560,134,310	642,321,940	-14.5	-2.0
Okmulgee	12,039,975	12,066,256	11,995,076	0.4	-0.2
Pauls Valley	9,958,475	10,094,750	11,314,739	-12.0	-1.3
Pawhuska	2,750,483	2,904,662	4,265,546	-35.5	-5.3
Ponca City	27,975,471	27,845,782	26,622,184	5.1	0.5
Poteau	14,682,084	14,599,064	13,808,846	6.3	0.6
Sand Springs	26,341,493	26,240,245	25,650,867	2.7	0.4
Sapulpa	18,461,372	18,469,473	18,606,550	-0.8	0.0
Seminole	10,544,540	10,489,180	10,011,347	5.3	0.5
Shawnee	41,686,533	42,176,790	45,049,305	-7.5	-1.2
Stillwater	53,648,575	54,676,197	62,860,555	-14.7	-1.9
Tahlequah	25,536,756	25,636,784	26,139,655	-2.3	-0.4
Tulsa	451,285,464	459,665,637	522,168,930	-13.6	-1.8
Watonga	2,469,364	2,487,039	2,848,757	-13.3	-0.7
Weatherford	15,852,524	15,995,577	17,373,189	-8.8	-0.9
Wewoka	1,482,746	1,487,002	1,584,489	-6.4	-0.3
Woodward	18,959,998	19,179,710	21,870,268	-13.3	-1.1
TOTAL	2,277,718,176	2,304,726,641	2,501,459,308	-8.94	-1.17

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