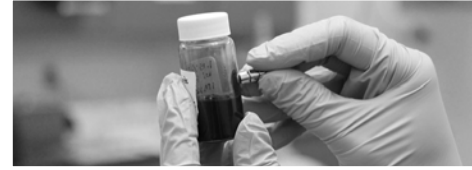




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COLLEGE OF BUSINESS

Center for Economic &
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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

Belt-tightening ahead for Oklahoma state agencies

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

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

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Changes to unemployment assistance coming

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ADJUSTED RETAIL TRADE FOR METRO AREAS AND STATE

	June 2020	May 2020	June 2019	Percentage Change	
				Jun '20 Jun '19	Jun '20 May '20
OKLAHOMA					
Durable Goods	814,413,715	822,215,586	850,220,011	-4.2	-0.9
Lumber, Building Materials and Hardware	348,543,371	346,015,724	317,576,788	9.8	0.7
Auto Accessories and Repair	172,793,624	175,484,519	191,601,857	-9.8	-1.5
Furniture	74,850,390	76,557,971	81,953,505	-8.7	-2.2
Computer, Electronics and Music Stores	85,443,289	87,471,286	102,283,924	-16.5	-2.3
Miscellaneous Durables	119,075,394	122,434,123	140,039,248	-15.0	-2.7
Used Merchandise	13,707,647	14,251,963	16,764,690	-18.2	-3.8
Nondurable Goods	2,393,897,506	2,324,145,549	2,528,477,277	-5.3	3.0
General Merchandise	900,300,933	893,266,972	850,756,790	5.8	0.8
Food Stores	364,901,976	357,720,804	322,885,996	13.0	2.0
Apparel	80,314,661	88,867,962	126,586,346	-36.6	-9.6
Eating and Drinking Places	566,060,252	588,627,780	688,352,352	-17.8	-3.8
Drug Stores	42,615,549	42,695,820	45,132,663	-5.6	-0.2
Liquor Stores	46,068,268	44,910,321	41,285,263	11.6	2.6
Miscellaneous Nondurables	176,854,961	175,854,104	155,981,456	13.4	0.6
Gasoline	216,780,906	132,201,786	297,496,412	-27.1	64.0
Total Retail Trade	3,208,311,221	3,146,361,135	3,378,697,288	-5.0	2.0
OKLAHOMA CITY MSA					
Durable Goods	347,663,587	345,973,213	330,870,776	5.1	0.5
Lumber, Building Materials and Hardware	142,032,209	140,316,105	122,476,662	16.0	1.2
Auto Accessories and Repair	63,168,677	63,741,505	69,312,144	-8.9	-0.9
Furniture	27,879,891	28,441,540	33,381,433	-16.5	-2.0
Computer, Electronics and Music Stores	33,691,138	34,195,593	38,185,430	-11.8	-1.5
Miscellaneous Durables	50,415,979	51,446,744	60,392,644	-16.5	-2.0
Used Merchandise (a)	30,475,693	27,831,725	7,122,463	327.9	9.5
Nondurable Goods	871,240,997	882,906,104	938,637,304	-7.2	-1.3
General Merchandise	284,195,622	285,626,113	293,049,690	-3.0	-0.5
Food Stores	98,419,650	98,778,753	100,440,904	-2.0	-0.4
Apparel	60,720,985	60,409,680	58,035,599	4.6	0.5
Eating and Drinking Places	286,473,359	286,015,586	284,509,030	0.7	0.2
Drug Stores	17,705,688	17,646,377	17,403,061	1.7	0.3
Liquor Stores	15,239,952	15,243,287	15,484,936	-1.6	0.0
Miscellaneous Nondurables	71,754,978	70,023,603	57,953,424	23.8	2.5
Gasoline	36,730,763	49,162,705	111,760,662	-67.1	-25.3
Total Retail Trade	1,218,904,584	1,228,879,318	1,269,508,081	-4.0	-0.8
TULSA MSA					
Durable Goods	196,440,129	197,998,926	208,556,414	-5.8	-0.8
Lumber, Building Materials and Hardware	81,567,464	80,838,185	73,153,498	11.5	0.9
Auto Accessories and Repair	29,753,500	30,009,165	32,268,627	-7.8	-0.9
Furniture	21,055,159	21,382,822	22,856,359	-7.9	-1.5
Computer, Electronics and Music Stores	27,253,904	27,869,691	33,706,076	-19.1	-2.2
Miscellaneous Durables	32,651,205	33,655,660	41,668,511	-21.6	-3.0
Used Merchandise	4,158,896	4,243,403	4,903,343	-15.2	-2.0
Nondurable Goods	619,835,271	599,972,326	653,181,378	-5.1	3.3
General Merchandise	216,104,985	214,967,400	204,702,730	5.6	0.5
Food Stores	108,721,857	107,250,402	95,966,669	13.3	1.4
Apparel	20,617,286	22,367,431	35,230,125	-41.5	-7.8
Eating and Drinking Places	150,783,809	154,506,634	177,130,779	-14.9	-2.4
Drug Stores	11,684,859	11,936,853	14,733,394	-20.7	-2.1
Liquor Stores	12,922,474	12,749,087	11,503,659	12.3	1.4
Miscellaneous Nondurables	41,492,545	41,124,140	34,994,426	18.6	0.9
Gasoline	57,507,456	35,070,378	78,919,597	-27.1	64.0
Total Retail Trade	816,275,400	797,971,252	861,737,792	-5.3	2.3

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

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ADJUSTED RETAIL TRADE FOR METRO AREAS AND STATE

	June 2020	May 2020	June 2019	Percentage Change	
				Jun '20 Jun '19	Jun '20 May '20
LAWTON MSA					
Durable Goods	17,831,765	17,856,368	18,281,489	-2.5	-0.1
Lumber, Building Materials and Hardware	7,501,788	7,449,973	7,058,517	6.3	0.7
Auto Accessories and Repair	4,064,848	4,029,885	3,640,111	11.7	0.9
Furniture	1,395,330	1,405,686	1,551,298	-10.1	-0.7
Computer, Electronics and Music Stores	1,788,637	1,818,331	2,271,536	-21.3	-1.6
Miscellaneous Durables	2,799,694	2,862,992	3,379,958	-17.2	-2.2
Used Merchandise	281,467	289,501	380,069	-25.9	-2.8
Nondurable Goods	64,034,829	62,452,270	66,954,416	-4.4	2.5
General Merchandise	28,732,665	28,680,369	28,422,455	1.1	0.2
Food Stores	6,050,740	5,921,304	4,898,179	23.5	2.2
Apparel	2,287,118	2,441,568	3,596,350	-36.4	-6.3
Eating and Drinking Places	16,215,422	16,441,971	18,337,616	-11.6	-1.4
Drug Stores	905,345	893,326	796,320	13.7	1.3
Liquor Stores	1,149,847	1,141,491	1,125,736	2.1	0.7
Miscellaneous Nondurables	4,292,255	4,248,068	3,737,508	14.8	1.0
Gasoline	4,401,436	2,684,174	6,040,253	-27.1	64.0
Total Retail Trade	81,866,594	80,308,638	85,235,906	-4.0	1.9
ENID MICROSA					
Durable Goods	13,452,874	13,447,969	13,891,530	-3.2	0.0
Lumber, Building Materials and Hardware	5,538,841	5,493,430	5,233,678	5.8	0.8
Auto Accessories and Repair	3,285,531	3,317,465	3,737,656	-12.1	-1.0
Furniture	673,814	698,505	940,906	-28.4	-3.5
Computer, Electronics and Music Stores	1,258,738	1,261,670	1,336,869	-5.8	-0.2
Miscellaneous Durables	2,461,027	2,434,902	2,331,742	5.5	1.1
Used Merchandise	234,923	241,997	310,678	-24.4	-2.9
Nondurable Goods	52,636,399	50,131,201	43,124,385	22.1	5.0
General Merchandise	14,331,104	14,345,985	14,632,716	-2.1	-0.1
Food Stores	7,463,238	7,381,722	6,864,904	8.7	1.1
Apparel	1,599,727	1,676,525	2,185,438	-26.8	-4.6
Eating and Drinking Places	20,939,739	19,865,416	10,269,735	103.9	5.4
Drug Stores	912,506	911,882	934,463	-2.3	0.1
Liquor Stores	648,905	642,424	634,084	2.3	1.0
Miscellaneous Nondurables	3,163,619	3,125,505	2,693,427	17.5	1.2
Gasoline	3,577,561	2,181,742	4,909,618	-27.1	64.0
Total Retail Trade	66,089,273	63,579,170	57,015,915	15.9	3.9

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ADJUSTED RETAIL TRADE FOR SELECTED CITIES

	June 2020	May 2020	June 2019	Percentage Change	
				Jun '20 Jun '19	Jun '20 May '20
Ada	28,792,101	28,889,626	29,087,784	-1.0	-0.3
Altus	18,669,618	18,705,607	18,891,427	-1.2	-0.2
Alva	9,403,113	9,106,458	6,642,887	41.6	3.3
Anadarko	5,477,067	5,469,187	5,428,040	0.9	0.1
Ardmore	40,048,301	40,280,143	41,639,057	-3.8	-0.6
Bartlesville	39,417,379	39,554,504	40,363,974	-2.3	-0.3
Blackwell	5,279,443	5,296,074	5,629,812	-6.2	-0.3
Broken Arrow	89,836,126	90,066,433	89,837,976	0.0	-0.3
Chickasha	19,660,001	19,845,338	21,475,562	-8.5	-0.9
Clinton	7,223,732	7,356,963	8,207,306	-12.0	-1.8
Cushing	9,983,497	9,979,690	9,924,240	0.6	0.0
Del City	19,102,393	19,198,148	19,907,334	-4.0	-0.5
Duncan	22,932,039	23,070,563	23,893,714	-4.0	-0.6
Durant	27,777,520	27,766,965	27,190,748	2.2	0.0
Edmond	120,642,045	121,172,366	123,032,265	-1.9	-0.4
El Reno	14,216,319	14,404,684	16,732,954	-15.0	-1.3
Elk City	17,831,213	18,004,007	19,743,217	-9.7	-1.0
Enid	63,656,100	62,722,768	55,003,442	15.7	1.5
Guthrie	12,438,850	12,480,990	12,530,446	-0.7	-0.3
Guymon	13,017,221	13,136,857	14,046,743	-7.3	-0.9
Henryetta	6,186,078	6,186,734	6,131,261	0.9	0.0
Hobart	2,560,149	2,561,152	2,525,132	1.4	0.0
Holdenville	4,032,616	4,037,501	4,172,967	-3.4	-0.1
Hugo	6,930,948	6,976,150	7,264,207	-4.6	-0.6
Idabel	8,665,528	8,671,891	8,510,407	1.8	-0.1
Lawton	69,069,159	69,568,396	73,851,347	-6.5	-0.7
McAlester	27,551,185	27,856,209	31,103,543	-11.4	-1.1
Miami	13,429,572	13,398,384	12,765,900	5.2	0.2
Midwest City	59,497,483	59,745,846	61,312,730	-3.0	-0.4
Moore	62,993,341	63,129,315	63,511,863	-0.8	-0.2
Muskogee	41,375,349	41,815,830	44,755,413	-7.6	-1.1
Norman	120,642,354	121,826,569	130,102,700	-7.3	-1.0
Oklahoma City	581,348,264	588,974,557	640,165,443	-9.2	-1.3
Okmulgee	11,941,156	11,974,887	11,955,878	-0.1	-0.3
Pauls Valley	10,261,296	10,370,410	11,270,905	-9.0	-1.1
Pawhuska	3,035,454	3,165,668	4,174,021	-27.3	-4.1
Ponca City	27,655,809	27,554,480	26,555,847	4.1	0.4
Poteau	14,313,340	14,268,831	13,650,616	4.9	0.3
Sand Springs	25,984,272	25,924,352	25,392,807	2.3	0.2
Sapulpa	18,324,686	18,351,976	18,514,331	-1.0	-0.1
Seminole	10,353,928	10,318,455	9,974,712	3.8	0.3
Shawnee	42,162,000	42,596,826	44,882,371	-6.1	-1.0
Stillwater	56,499,504	57,228,315	61,432,018	-8.0	-1.3
Tahlequah	25,341,928	25,465,234	26,184,812	-3.2	-0.5
Tulsa	474,280,142	480,158,988	520,845,944	-8.9	-1.2
Watonga	2,405,079	2,436,801	2,941,080	-18.2	-1.3
Weatherford	16,008,357	16,145,359	17,503,766	-8.5	-0.8
Wewoka	1,482,404	1,488,386	1,561,779	-5.1	-0.4
Woodward	18,944,873	19,200,161	21,724,591	-12.8	-1.3
TOTAL	2,348,680,331	2,367,905,036	2,493,947,319	-5.82	-0.81

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