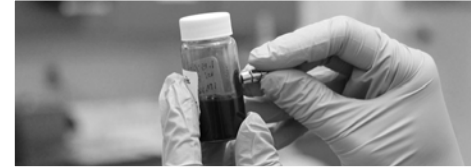




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PRICE
COLLEGE OF BUSINESS

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

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

	November 2020	October 2020	November 2019	Percentage Change	
				Nov '20 Nov '19	Nov '20 Oct '20
OKLAHOMA					
Durable Goods	972,755,429	949,661,355	855,736,024	13.7	2.4
Lumber, Building Materials and Hardware	407,905,407	399,878,125	329,021,115	24.0	2.0
Auto Accessories and Repair	208,042,979	202,848,512	188,709,060	10.2	2.6
Furniture	87,337,875	85,235,433	83,939,847	4.0	2.5
Computer, Electronics and Music Stores	87,707,970	87,231,339	98,483,718	-10.9	0.5
Miscellaneous Durables	164,063,466	157,340,187	139,154,116	17.9	4.3
Used Merchandise	17,697,732	17,127,758	16,428,169	7.7	3.3
Nondurable Goods	2,658,802,736	2,516,889,066	2,662,439,162	-0.1	5.6
General Merchandise	930,224,577	928,782,561	856,614,931	8.6	0.2
Food Stores	369,943,543	370,049,028	322,818,439	14.6	0.0
Apparel	102,902,404	98,650,055	129,709,633	-20.7	4.3
Eating and Drinking Places	620,885,351	610,397,187	692,801,673	-10.4	1.7
Drug Stores	49,761,304	48,821,725	43,428,512	14.6	1.9
Liquor Stores	57,000,096	55,555,629	39,982,564	42.6	2.6
Miscellaneous Nondurables	215,892,240	209,662,947	167,557,377	28.8	3.0
Gasoline	312,193,221	194,969,935	409,526,034	-23.8	60.1
Total Retail Trade	3,631,558,165	3,466,550,421	3,518,175,187	3.2	4.8
Electronic Shopping	308,668,233	257,461,172	198,305,745	55.7	19.9
<i>Electronic Shopping (actual \$ collected at 5% of use tax)</i>	<i>15,433,412</i>	<i>12,873,059</i>	<i>9,915,287</i>	<i>55.7</i>	<i>19.9</i>
OKLAHOMA CITY MSA					
Durable Goods	370,599,252	368,112,537	340,207,738	8.9	0.7
Lumber, Building Materials and Hardware	147,159,950	145,804,631	128,334,304	14.7	0.9
Auto Accessories and Repair	70,707,069	70,151,475	66,976,123	5.6	0.8
Furniture	33,074,112	32,760,895	32,496,969	1.8	1.0
Computer, Electronics and Music Stores	29,491,974	30,237,852	39,026,356	-24.4	-2.5
Miscellaneous Durables	65,027,140	63,939,666	59,663,725	9.0	1.7
Used Merchandise (b)	25,139,007	25,218,019	13,710,261	83.4	-0.3
Nondurable Goods	807,129,845	831,548,840	949,069,524	-15.0	-2.9
General Merchandise	294,837,195	294,219,487	290,350,035	1.5	0.2
Food Stores	110,112,370	108,959,495	99,771,766	10.4	1.1
Apparel	38,020,268	40,447,000	60,118,050	-36.8	-6.0
Eating and Drinking Places	189,689,367	200,259,661	284,105,469	-33.2	-5.3
Drug Stores	17,054,166	17,089,433	17,573,242	-3.0	-0.2
Liquor Stores	18,727,053	18,329,075	15,058,219	24.4	2.2
Miscellaneous Nondurables	86,266,418	83,905,975	66,675,963	29.4	2.8
Gasoline	52,423,007	68,338,713	115,416,781	-54.6	-23.3
Total Retail Trade	1,177,729,097	1,199,661,377	1,289,277,262	-8.7	-1.8
TULSA MSA					
Durable Goods	234,863,195	231,441,418	209,482,301	12.1	1.5
Lumber, Building Materials and Hardware	94,911,524	93,150,855	75,074,820	26.4	1.9
Auto Accessories and Repair	35,884,865	35,346,855	31,730,498	13.1	1.5
Furniture	23,359,223	23,272,871	23,975,196	-2.6	0.4
Computer, Electronics and Music Stores	29,145,586	29,246,824	32,600,902	-10.6	-0.3
Miscellaneous Durables	46,706,260	45,606,860	41,306,945	13.1	2.4
Used Merchandise	4,855,737	4,817,153	4,793,941	1.3	0.8
Nondurable Goods	671,764,183	638,893,388	695,036,674	-3.3	5.1
General Merchandise	226,627,878	224,874,543	208,135,477	8.9	0.8
Food Stores	110,649,973	109,745,208	94,881,091	16.6	0.8
Apparel	25,956,203	26,173,047	35,708,868	-27.3	-0.8
Eating and Drinking Places	146,954,531	149,143,259	184,380,550	-20.3	-1.5
Drug Stores	12,395,884	12,425,822	12,915,491	-4.0	-0.2
Liquor Stores	15,437,080	15,085,098	11,394,006	35.5	2.3
Miscellaneous Nondurables	50,924,280	49,724,953	38,982,470	30.6	2.4
Gasoline	82,818,354	51,721,460	108,638,720	-23.8	60.1
Total Retail Trade	906,627,377	870,334,806	904,518,974	0.2	4.2

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

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

	November 2020	October 2020	November 2019	Percentage Change	
				Nov '20 Nov '19	Nov '20 Oct '20
LAWTON MSA					
Durable Goods	24,093,278	23,441,521	17,926,336	34.4	2.8
Lumber, Building Materials and Hardware	10,882,896	10,501,621	7,023,411	55.0	3.6
Auto Accessories and Repair	4,379,310	4,330,465	3,845,624	13.9	1.1
Furniture	1,914,140	1,865,576	1,500,502	27.6	2.6
Computer, Electronics and Music Stores	2,198,667	2,171,739	1,860,505	18.2	1.2
Miscellaneous Durables	4,347,505	4,207,413	3,364,839	29.2	3.3
Used Merchandise	370,760	364,707	331,454	11.9	1.7
Nondurable Goods	74,303,846	71,088,092	69,217,429	7.3	4.5
General Merchandise	32,172,142	31,770,510	28,308,049	13.7	1.3
Food Stores	6,884,996	6,736,308	4,955,937	38.9	2.2
Apparel	2,878,231	2,883,476	3,639,159	-20.9	-0.2
Eating and Drinking Places	17,399,747	17,386,545	18,193,452	-4.4	0.1
Drug Stores	1,201,572	1,164,087	805,224	49.2	3.2
Liquor Stores	1,601,095	1,548,795	999,240	60.2	3.4
Miscellaneous Nondurables	5,827,412	5,639,776	4,001,509	45.6	3.3
Gasoline	6,338,651	3,958,594	8,314,859	-23.8	60.1
Total Retail Trade	98,397,123	94,529,614	87,143,764	12.9	4.1
ENID MICROSA					
Durable Goods	15,553,959	15,318,101	12,846,878	21.1	1.5
Lumber, Building Materials and Hardware	6,608,198	6,471,885	5,001,544	32.1	2.1
Auto Accessories and Repair	3,229,057	3,248,819	3,457,957	-6.6	-0.6
Furniture	842,338	836,202	879,957	-4.3	0.7
Computer, Electronics and Music Stores	1,288,199	1,287,039	1,214,884	6.0	0.1
Miscellaneous Durables	3,276,377	3,168,974	2,020,669	62.1	3.4
Used Merchandise	309,789	305,182	271,867	13.9	1.5
Nondurable Goods	43,340,608	42,076,329	45,456,621	-4.7	3.0
General Merchandise	15,338,583	15,231,857	14,312,305	7.2	0.7
Food Stores	7,876,218	7,790,891	6,748,797	16.7	1.1
Apparel	2,256,659	2,220,755	2,311,893	-2.4	1.6
Eating and Drinking Places	7,438,923	8,414,640	10,909,049	-31.8	-11.6
Drug Stores	1,070,730	1,052,821	889,213	20.4	1.7
Liquor Stores	834,473	811,672	559,798	49.1	2.8
Miscellaneous Nondurables	3,372,860	3,336,081	2,967,108	13.7	1.1
Gasoline	5,152,161	3,217,612	6,758,456	-23.8	60.1
Total Retail Trade	58,894,567	57,394,430	58,303,498	1.0	2.6

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ADJUSTED RETAIL TRADE FOR SELECTED CITIES

	November 2020	October 2020	November 2019	Percentage Change	
				Nov '20 Nov '19	Nov '20 Oct '20
Ada	30,603,592	30,456,879	30,064,370	1.8	0.5
Altus	20,350,391	20,190,946	19,401,451	4.9	0.8
Alva	5,861,085	6,109,419	6,556,897	-10.6	-4.1
Anadarko	5,835,709	5,793,819	5,451,631	7.0	0.7
Ardmore	43,970,045	43,675,949	42,193,208	4.2	0.7
Bartlesville	39,333,300	39,432,637	40,676,618	-3.3	-0.3
Blackwell	4,976,516	5,023,229	5,360,820	-7.2	-0.9
Broken Arrow	96,059,806	95,505,321	93,069,908	3.2	0.6
Chickasha	20,416,672	20,416,909	21,386,345	-4.5	0.0
Clinton	7,341,579	7,389,004	8,576,591	-14.4	-0.6
Cushing	10,160,685	10,141,435	10,157,697	0.0	0.2
Del City	19,547,897	19,553,180	20,162,260	-3.0	0.0
Duncan	25,405,391	25,199,896	24,516,630	3.6	0.8
Durant	30,323,885	30,051,259	28,210,274	7.5	0.9
Edmond	128,713,185	128,059,111	126,342,458	1.9	0.5
El Reno	12,840,158	13,076,339	15,658,063	-18.0	-1.8
Elk City	19,125,883	19,071,055	19,388,450	-1.4	0.3
Enid	54,244,396	54,834,529	54,320,065	-0.1	-1.1
Guthrie	12,800,136	12,780,941	13,008,353	-1.6	0.2
Guymon	12,386,438	12,514,321	14,300,859	-13.4	-1.0
Henryetta	6,100,637	6,111,840	6,295,489	-3.1	-0.2
Hobart	2,596,332	2,593,061	2,611,347	-0.6	0.1
Holdenville	4,494,545	4,448,304	4,152,925	8.2	1.0
Hugo	8,484,706	8,337,030	7,316,435	16.0	1.8
Idabel	10,422,474	10,239,035	8,841,657	17.9	1.8
Lawton	78,926,846	78,114,586	73,524,924	7.3	1.0
McAlester	29,623,753	29,554,888	30,171,729	-1.8	0.2
Miami	14,560,496	14,433,312	13,552,976	7.4	0.9
Midwest City	69,334,980	68,385,355	62,151,768	11.6	1.4
Moore	69,007,103	68,427,663	65,366,930	5.6	0.8
Muskogee	47,750,105	47,279,968	45,482,001	5.0	1.0
Norman	124,906,487	124,998,506	131,930,341	-5.3	-0.1
Oklahoma City	588,642,980	591,399,610	653,647,654	-9.9	-0.5
Okmulgee	13,244,997	13,118,766	12,555,022	5.5	1.0
Pauls Valley	10,465,843	10,495,440	11,144,374	-6.1	-0.3
Pawhuska	3,554,756	3,552,218	4,042,118	-12.1	0.1
Ponca City	29,514,651	29,296,725	26,933,031	9.6	0.7
Poteau	16,029,625	15,828,022	14,017,299	14.4	1.3
Sand Springs	26,620,397	26,528,151	26,594,437	0.1	0.3
Sapulpa	19,405,714	19,305,614	18,616,646	4.2	0.5
Seminole	11,138,121	11,039,916	10,170,175	9.5	0.9
Shawnee	48,510,049	48,014,772	46,715,201	3.8	1.0
Stillwater	56,204,168	56,576,025	62,771,152	-10.5	-0.7
Tahlequah	29,118,342	28,760,935	26,633,361	9.3	1.2
Tulsa	479,379,962	481,539,084	527,449,061	-9.1	-0.4
Watonga	2,487,271	2,492,329	2,573,562	-3.4	-0.2
Weatherford	16,692,640	16,681,143	17,210,726	-3.0	0.1
Wewoka	1,601,304	1,590,859	1,473,778	8.7	0.7
Woodward	20,453,164	20,407,626	20,443,236	0.0	0.2
TOTAL	2,439,569,194	2,438,826,961	2,533,192,300	-3.70	0.03

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