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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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ADJUSTED RETAIL TRADE FOR METRO AREAS AND STATE

	Jan 2020	Dec 2019	Jan 2019	Percentage Change	
				Jan '20 Jan '19	Jan '20 Dec '19
OKLAHOMA					
Durable Goods	843,687,786	848,024,482	840,940,488	0.3	-0.5
Lumber, Building Materials and Hardware	330,287,437	327,237,037	305,497,759	8.1	0.9
Auto Accessories and Repair	183,259,011	186,033,761	192,700,217	-4.9	-1.5
Furniture	83,154,670	83,958,140	79,707,687	4.3	-1.0
Computer, Electronics and Music Stores	98,605,770	99,009,816	113,961,295	-13.5	-0.4
Miscellaneous Durables	132,073,479	135,491,803	133,140,930	-0.8	-2.5
Used Merchandise	16,307,420	16,293,925	15,932,600	2.4	0.1
Nondurable Goods	2,663,184,551	2,698,609,355	2,543,338,994	4.7	-1.3
General Merchandise	846,573,015	842,925,804	821,528,563	3.0	0.4
Food Stores	324,294,774	323,193,593	325,003,828	-0.2	0.3
Apparel	123,014,340	126,039,263	124,062,384	-0.8	-2.4
Eating and Drinking Places	681,463,991	690,446,011	673,836,843	1.1	-1.3
Drug Stores	42,274,529	42,719,827	43,211,025	-2.2	-1.0
Liquor Stores	39,967,436	40,079,738	40,403,968	-1.1	-0.3
Miscellaneous Nondurables	169,912,812	167,987,578	144,494,236	17.6	1.1
Gasoline	435,683,654	465,217,541	370,798,147	17.5	-6.3
Total Retail Trade	3,506,872,337	3,546,633,837	3,384,279,482	3.6	-1.1
OKLAHOMA CITY MSA					
Durable Goods	337,134,702	333,415,668	322,071,018	4.7	1.1
Lumber, Building Materials and Hardware	132,796,563	128,213,708	117,965,130	12.6	3.6
Auto Accessories and Repair	66,867,097	66,453,244	67,853,651	-1.5	0.6
Furniture	31,335,299	31,966,158	31,535,752	-0.6	-2.0
Computer, Electronics and Music Stores	39,342,745	39,457,768	40,226,386	-2.2	-0.3
Miscellaneous Durables	57,914,661	58,653,830	57,827,587	0.2	-1.3
Used Merchandise	8,878,337	8,670,960	6,662,512	33.3	2.4
Nondurable Goods	935,698,837	946,812,738	905,653,092	3.3	-1.2
General Merchandise	277,006,021	280,319,711	281,337,224	-1.5	-1.2
Food Stores	96,758,669	97,698,020	101,101,741	-4.3	-1.0
Apparel	61,690,609	61,014,548	56,614,109	9.0	1.1
Eating and Drinking Places	273,666,195	280,588,361	277,705,405	-1.5	-2.5
Drug Stores	16,797,217	17,128,764	16,371,417	2.6	-1.9
Liquor Stores	15,128,915	15,117,637	14,974,394	1.0	0.1
Miscellaneous Nondurables	74,790,110	70,888,461	52,021,012	43.8	5.5
Gasoline	119,861,102	124,057,235	105,527,790	13.6	-3.4
Total Retail Trade	1,272,833,539	1,280,228,406	1,227,724,111	3.7	-0.6
TULSA MSA					
Durable Goods	206,613,580	207,311,963	202,172,034	2.2	-0.3
Lumber, Building Materials and Hardware	76,427,577	75,118,952	69,239,223	10.4	1.7
Auto Accessories and Repair	31,184,481	31,346,389	30,890,352	1.0	-0.5
Furniture	24,484,689	24,092,562	22,053,633	11.0	1.6
Computer, Electronics and Music Stores	31,894,286	32,675,866	35,351,751	-9.8	-2.4
Miscellaneous Durables	37,798,629	39,310,901	39,851,312	-5.2	-3.8
Used Merchandise	4,823,917	4,767,293	4,785,764	0.8	1.2
Nondurable Goods	696,797,815	706,389,773	663,214,781	5.1	-1.4
General Merchandise	203,157,154	204,164,991	199,825,477	1.7	-0.5
Food Stores	97,765,373	95,546,852	96,119,246	1.7	2.3
Apparel	33,431,074	34,475,352	34,196,685	-2.2	-3.0
Eating and Drinking Places	182,498,206	184,935,374	175,787,169	3.8	-1.3
Drug Stores	12,600,882	12,774,643	14,136,775	-10.9	-1.4
Liquor Stores	11,376,292	11,501,123	12,049,898	-5.6	-1.1
Miscellaneous Nondurables	40,391,042	39,578,922	32,734,512	23.4	2.1
Gasoline	115,577,792	123,412,516	98,365,019	17.5	-6.3
Total Retail Trade	903,411,395	913,701,735	865,386,815	4.4	-1.1

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ADJUSTED RETAIL TRADE FOR METRO AREAS AND STATE

	Jan 2020	Dec 2019	Jan 2019	Percentage Change	
				Jan '20 Jan '19	Jan '20 Dec '19
LAWTON MSA					
Durable Goods	17,861,446	17,770,792	18,188,367	-1.8	0.5
Lumber, Building Materials and Hardware	6,970,238	6,903,875	6,828,891	2.1	1.0
Auto Accessories and Repair	3,922,913	3,852,964	3,662,625	7.1	1.8
Furniture	1,533,971	1,539,686	1,732,284	-11.4	-0.4
Computer, Electronics and Music Stores	2,043,533	1,958,491	2,572,360	-20.6	4.3
Miscellaneous Durables	3,059,239	3,185,426	3,025,149	1.1	-4.0
Used Merchandise	331,552	330,350	367,058	-9.7	0.4
Nondurable Goods	69,109,665	69,835,135	65,711,922	5.2	-1.0
General Merchandise	27,678,299	27,816,290	27,372,650	1.1	-0.5
Food Stores	4,988,613	4,944,319	4,759,983	4.8	0.9
Apparel	3,419,876	3,523,044	3,449,683	-0.9	-2.9
Eating and Drinking Places	18,402,982	18,396,797	17,668,812	4.2	0.0
Drug Stores	800,270	800,049	745,099	7.4	0.0
Liquor Stores	1,014,089	1,003,212	1,040,659	-2.6	1.1
Miscellaneous Nondurables	3,959,582	3,905,826	3,146,494	25.8	1.4
Gasoline	8,845,953	9,445,598	7,528,543	17.5	-6.3
Total Retail Trade	86,971,110	87,605,927	83,900,289	3.7	-0.7
ENID MICROSA					
Durable Goods	12,729,279	12,680,075	13,981,957	-9.0	0.4
Lumber, Building Materials and Hardware	5,054,803	4,976,413	5,153,584	-1.9	1.6
Auto Accessories and Repair	3,378,072	3,395,188	3,975,436	-15.0	-0.5
Furniture	842,996	865,971	905,236	-6.9	-2.7
Computer, Electronics and Music Stores	1,331,929	1,264,215	1,620,131	-17.8	5.4
Miscellaneous Durables	1,847,571	1,912,474	2,018,079	-8.4	-3.4
Used Merchandise	273,907	265,815	309,491	-11.5	3.0
Nondurable Goods	51,839,790	48,502,708	44,236,060	17.2	6.9
General Merchandise	13,881,535	13,990,126	14,765,208	-6.0	-0.8
Food Stores	6,656,028	6,700,200	6,830,752	-2.6	-0.7
Apparel	2,224,734	2,247,288	2,239,710	-0.7	-1.0
Eating and Drinking Places	17,315,363	13,366,597	10,430,224	66.0	29.5
Drug Stores	895,649	887,295	965,218	-7.2	0.9
Liquor Stores	569,970	568,448	626,288	-9.0	0.3
Miscellaneous Nondurables	3,106,371	3,065,214	2,259,334	37.5	1.3
Gasoline	7,190,139	7,677,540	6,119,325	17.5	-6.3
Total Retail Trade	64,569,069	61,182,783	58,218,017	10.9	5.5

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ADJUSTED RETAIL TRADE FOR SELECTED CITIES

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				Jan '20 Jan '19	Jan '20 Dec '19
Ada	29,613,923	29,906,650	29,106,489	1.7	-1.0
Altus	18,852,048	19,269,255	18,522,405	1.8	-2.2
Alva	8,246,639	7,201,667	6,967,604	18.4	14.5
Anadarko	5,318,983	5,400,867	5,419,192	-1.8	-1.5
Ardmore	42,149,616	42,348,551	40,375,380	4.4	-0.5
Bartlesville	41,584,636	41,220,650	39,146,430	6.2	0.9
Blackwell	5,583,073	5,569,175	5,298,787	5.4	0.2
Broken Arrow	92,977,132	93,094,495	90,092,817	3.2	-0.1
Chickasha	20,546,953	20,968,278	20,872,130	-1.6	-2.0
Clinton	7,981,907	8,365,245	8,715,798	-8.4	-4.6
Cushing	9,886,977	9,990,650	9,831,727	0.6	-1.0
Del City	19,687,691	20,063,026	19,399,378	1.5	-1.9
Duncan	23,730,736	24,146,175	23,838,043	-0.5	-1.7
Durant	28,028,323	28,195,191	25,759,815	8.8	-0.6
Edmond	123,538,989	124,853,078	117,283,189	5.3	-1.1
El Reno	15,406,515	15,689,575	16,520,460	-6.7	-1.8
Elk City	18,872,755	19,207,629	19,979,152	-5.5	-1.7
Enid	59,839,933	56,292,035	53,813,701	11.2	6.3
Guthrie	12,983,903	13,071,838	11,965,872	8.5	-0.7
Guymon	14,148,582	14,364,672	13,453,187	5.2	-1.5
Henryetta	6,295,807	6,343,753	6,195,008	1.6	-0.8
Hobart	2,567,653	2,605,528	2,488,014	3.2	-1.5
Holdenville	3,979,065	4,098,842	4,052,482	-1.8	-2.9
Hugo	6,985,263	7,192,644	7,107,847	-1.7	-2.9
Idabel	8,537,203	8,766,105	8,230,370	3.7	-2.6
Lawton	72,572,072	73,128,053	71,187,219	1.9	-0.8
McAlester	29,681,606	30,104,614	30,533,607	-2.8	-1.4
Miami	13,443,705	13,578,203	13,134,949	2.4	-1.0
Midwest City	60,462,178	61,451,166	58,388,548	3.6	-1.6
Moore	64,585,733	65,047,184	62,777,112	2.9	-0.7
Muskogee	44,403,541	45,307,811	43,028,766	3.2	-2.0
Norman	130,732,066	131,273,762	127,338,094	2.7	-0.4
Oklahoma City	645,458,635	650,596,778	620,583,232	4.0	-0.8
Okmulgee	12,009,126	12,348,387	11,182,999	7.4	-2.7
Pauls Valley	11,063,434	11,139,307	10,999,950	0.6	-0.7
Pawhuska	3,777,323	3,929,430	3,546,127	6.5	-3.9
Ponca City	27,677,444	27,498,910	25,941,942	6.7	0.6
Poteau	14,004,685	14,031,797	13,457,960	4.1	-0.2
Sand Springs	26,175,212	26,556,471	25,442,717	2.9	-1.4
Sapulpa	18,453,461	18,671,593	17,645,375	4.6	-1.2
Seminole	10,143,028	10,193,369	9,760,938	3.9	-0.5
Shawnee	44,487,453	45,589,872	44,373,716	0.3	-2.4
Stillwater	62,312,744	62,626,406	57,373,679	8.6	-0.5
Tahlequah	25,454,629	26,271,824	25,145,368	1.2	-3.1
Tulsa	521,804,908	525,913,530	507,511,055	2.8	-0.8
Watonga	2,482,846	2,539,484	2,969,180	-16.4	-2.2
Weatherford	16,749,271	16,963,119	17,695,862	-5.3	-1.3
Wewoka	1,514,873	1,503,021	1,507,401	0.5	0.8
Woodward	20,154,309	20,350,780	20,985,373	-4.0	-1.0
TOTAL	2,506,948,586	2,524,840,445	2,426,946,445	3.30	-0.71

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