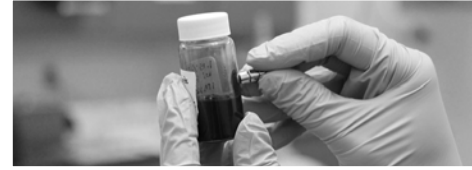




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COLLEGE OF BUSINESS

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

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[Oklahoman](#)

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

Coronavirus in Oklahoma: Unemployment claims shatter records, again

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Belt-tightening ahead for Oklahoma state agencies

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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

	Mar 2020	Feb 2020	Mar 2019	Percentage Change	
				Mar '20 Mar '19	Mar '20 Feb '20
OKLAHOMA					
Durable Goods	851,735,110	853,190,150	839,425,006	1.5	-0.2
Lumber, Building Materials and Hardware	335,862,631	334,562,566	312,111,579	7.6	0.4
Auto Accessories and Repair	183,866,434	184,938,129	190,439,013	-3.5	-0.6
Furniture	84,853,441	84,729,056	79,139,120	7.2	0.1
Computer, Electronics and Music Stores	96,375,871	96,792,847	105,377,473	-8.5	-0.4
Miscellaneous Durables	134,446,500	135,771,241	135,720,306	-0.9	-1.0
Used Merchandise	16,330,234	16,396,311	16,637,515	-1.8	-0.4
Nondurable Goods	2,461,578,977	2,743,217,260	2,559,010,197	-3.8	-10.3
General Merchandise	846,642,430	847,353,649	857,807,256	-1.3	-0.1
Food Stores	324,202,475	324,149,671	324,169,080	0.0	0.0
Apparel	126,191,055	126,681,576	124,911,415	1.0	-0.4
Eating and Drinking Places	690,004,670	690,989,977	682,844,914	1.0	-0.1
Drug Stores	41,978,502	42,521,739	44,122,800	-4.9	-1.3
Liquor Stores	39,365,583	39,642,600	40,536,654	-2.9	-0.7
Miscellaneous Nondurables	176,168,816	174,434,054	145,559,525	21.0	1.0
Gasoline	217,025,445	497,443,995	339,058,553	-36.0	-56.4
Total Retail Trade	3,313,314,087	3,596,407,411	3,398,435,203	-2.5	-7.9
OKLAHOMA CITY MSA					
Durable Goods	337,645,352	336,898,874	323,827,998	4.3	0.2
Lumber, Building Materials and Hardware	133,536,672	132,382,986	119,619,826	11.6	0.9
Auto Accessories and Repair	65,970,321	66,321,945	68,481,191	-3.7	-0.5
Furniture	31,924,066	32,022,451	31,079,998	2.7	-0.3
Computer, Electronics and Music Stores	39,056,894	38,948,490	38,503,508	1.4	0.3
Miscellaneous Durables	57,864,309	58,137,289	59,249,331	-2.3	-0.5
Used Merchandise	9,293,090	9,085,714	6,894,144	34.8	2.3
Nondurable Goods	911,944,271	944,564,986	924,786,000	-1.4	-3.5
General Merchandise	300,514,649	299,170,389	296,297,471	1.4	0.4
Food Stores	100,906,156	100,952,440	102,269,587	-1.3	0.0
Apparel	58,824,231	58,666,979	57,103,196	3.0	0.3
Eating and Drinking Places	289,987,471	288,720,925	278,142,902	4.3	0.4
Drug Stores	18,003,900	17,848,754	16,698,520	7.8	0.9
Liquor Stores	15,454,934	15,428,320	14,854,365	4.0	0.2
Miscellaneous Nondurables	63,595,393	62,426,970	53,446,716	19.0	1.9
Gasoline	64,657,537	101,350,209	105,973,244	-39.0	-36.2
Total Retail Trade	1,249,589,623	1,281,463,860	1,248,613,998	0.1	-2.5
TULSA MSA					
Durable Goods	209,459,162	209,388,554	202,706,983	3.3	0.0
Lumber, Building Materials and Hardware	77,429,455	76,978,847	70,896,539	9.2	0.6
Auto Accessories and Repair	31,466,040	31,531,754	30,762,778	2.3	-0.2
Furniture	25,077,984	24,844,874	21,706,153	15.5	0.9
Computer, Electronics and Music Stores	31,389,302	31,632,004	34,339,745	-8.6	-0.8
Miscellaneous Durables	39,363,055	39,642,628	39,937,592	-1.4	-0.7
Used Merchandise	4,733,327	4,758,447	5,064,177	-6.5	-0.5
Nondurable Goods	645,988,897	719,433,329	667,063,300	-3.2	-10.2
General Merchandise	204,250,489	204,636,781	208,840,008	-2.2	-0.2
Food Stores	96,191,055	96,154,238	95,730,593	0.5	0.0
Apparel	34,780,571	34,877,105	34,395,027	1.1	-0.3
Eating and Drinking Places	187,183,305	186,311,870	178,972,615	4.6	0.5
Drug Stores	12,261,619	12,510,400	14,144,901	-13.3	-2.0
Liquor Stores	11,263,454	11,298,698	11,832,230	-4.8	-0.3
Miscellaneous Nondurables	42,486,077	41,682,715	33,202,760	28.0	1.9
Gasoline	57,572,327	131,961,523	89,945,167	-36.0	-56.4
Total Retail Trade	855,448,059	928,821,883	869,770,283	-1.6	-7.9

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ADJUSTED RETAIL TRADE FOR METRO AREAS AND STATE

	Mar 2020	Feb 2020	Mar 2019	Percentage Change	
				Mar '20 Mar '19	Mar '20 Feb '20
LAWTON MSA					
Durable Goods	17,644,731	17,720,333	18,259,905	-3.4	-0.4
Lumber, Building Materials and Hardware	6,989,432	6,997,268	6,939,754	0.7	-0.1
Auto Accessories and Repair	3,964,133	3,931,408	3,641,386	8.9	0.8
Furniture	1,437,845	1,452,831	1,713,776	-16.1	-1.0
Computer, Electronics and Music Stores	1,782,752	1,831,524	2,400,263	-25.7	-2.7
Miscellaneous Durables	3,164,629	3,193,361	3,181,118	-0.5	-0.9
Used Merchandise	305,940	313,941	383,608	-20.2	-2.5
Nondurable Goods	65,007,631	70,722,207	66,103,349	-1.7	-8.1
General Merchandise	27,775,863	27,857,806	27,999,581	-0.8	-0.3
Food Stores	5,043,720	5,022,358	4,719,217	6.9	0.4
Apparel	3,538,115	3,547,760	3,496,739	1.2	-0.3
Eating and Drinking Places	18,364,145	18,335,367	17,703,648	3.7	0.2
Drug Stores	801,836	801,917	783,963	2.3	0.0
Liquor Stores	976,055	991,771	1,074,918	-9.2	-1.6
Miscellaneous Nondurables	4,101,496	4,065,318	3,441,168	19.2	0.9
Gasoline	4,406,401	10,099,911	6,884,114	-36.0	-56.4
Total Retail Trade	82,652,362	88,442,541	84,363,254	-2.0	-6.5
ENID MICROSA					
Durable Goods	12,392,709	12,557,534	13,829,589	-10.4	-1.3
Lumber, Building Materials and Hardware	4,951,963	4,983,988	5,184,293	-4.5	-0.6
Auto Accessories and Repair	3,246,964	3,303,827	3,907,710	-16.9	-1.7
Furniture	838,397	847,288	887,967	-5.6	-1.0
Computer, Electronics and Music Stores	1,206,279	1,221,938	1,445,948	-16.6	-1.3
Miscellaneous Durables	1,893,460	1,938,265	2,082,417	-9.1	-2.3
Used Merchandise	255,646	262,228	321,254	-20.4	-2.5
Nondurable Goods	45,843,629	50,032,239	44,135,215	3.9	-8.4
General Merchandise	13,742,228	13,865,562	15,160,978	-9.4	-0.9
Food Stores	6,635,730	6,658,043	6,826,669	-2.8	-0.3
Apparel	2,301,726	2,293,425	2,179,797	5.6	0.4
Eating and Drinking Places	14,967,261	14,437,111	10,474,918	42.9	3.7
Drug Stores	864,994	873,126	953,389	-9.3	-0.9
Liquor Stores	533,630	544,157	618,567	-13.7	-1.9
Miscellaneous Nondurables	3,216,463	3,151,437	2,325,373	38.3	2.1
Gasoline	3,581,596	8,209,377	5,595,523	-36.0	-56.4
Total Retail Trade	58,236,339	62,589,773	57,964,804	0.5	-7.0

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ADJUSTED RETAIL TRADE FOR SELECTED CITIES

	Mar 2020	Feb 2020	Mar 2019	Percentage Change	
				Mar '20 Mar '19	Mar '20 Feb '20
Ada	30,156,996	30,066,567	29,052,128	3.8	0.3
Altus	19,322,704	19,269,489	18,367,707	5.2	0.3
Alva	7,395,822	7,317,670	7,097,167	4.2	1.1
Anadarko	5,344,089	5,358,099	5,447,007	-1.9	-0.3
Ardmore	42,558,707	42,461,902	40,904,548	4.0	0.2
Bartlesville	41,436,158	41,298,080	39,278,987	5.5	0.3
Blackwell	5,353,521	5,375,051	5,515,205	-2.9	-0.4
Broken Arrow	94,013,962	93,648,654	90,350,181	4.1	0.4
Chickasha	20,740,819	20,832,083	21,326,942	-2.7	-0.4
Clinton	8,367,753	8,365,955	8,506,628	-1.6	0.0
Cushing	9,967,552	9,974,090	10,078,920	-1.1	-0.1
Del City	19,923,575	19,932,997	19,673,241	1.3	0.0
Duncan	24,194,106	24,182,893	24,053,909	0.6	0.0
Durant	28,678,928	28,500,498	26,013,731	10.2	0.6
Edmond	126,695,599	126,335,631	119,875,136	5.7	0.3
El Reno	14,757,367	14,975,238	17,149,985	-14.0	-1.5
Elk City	18,763,874	18,872,547	19,877,295	-5.6	-0.6
Enid	57,245,251	56,991,888	54,564,998	4.9	0.4
Guthrie	13,316,566	13,220,517	11,967,781	11.3	0.7
Guymon	14,235,304	14,215,813	13,806,639	3.1	0.1
Henryetta	6,303,239	6,290,849	6,232,825	1.1	0.2
Hobart	2,620,450	2,611,953	2,496,497	5.0	0.3
Holdenville	3,994,521	4,014,128	4,138,066	-3.5	-0.5
Hugo	7,233,749	7,238,266	7,062,646	2.4	-0.1
Idabel	8,878,374	8,845,405	8,245,623	7.7	0.4
Lawton	72,764,822	72,876,089	72,308,265	0.6	-0.2
McAlester	29,244,321	29,435,571	30,731,018	-4.8	-0.6
Miami	13,758,707	13,661,736	12,899,470	6.7	0.7
Midwest City	63,190,618	62,872,225	58,179,525	8.6	0.5
Moore	65,093,570	64,977,734	64,101,022	1.5	0.2
Muskogee	45,157,109	45,147,396	43,934,960	2.8	0.0
Norman	131,292,099	131,242,333	130,127,518	0.9	0.0
Oklahoma City	655,016,686	653,511,683	628,682,143	4.2	0.2
Okmulgee	12,582,390	12,515,194	11,255,271	11.8	0.5
Pauls Valley	11,017,535	11,049,151	11,224,418	-1.8	-0.3
Pawhuska	3,988,100	4,002,207	3,591,832	11.0	-0.4
Ponca City	27,566,354	27,447,171	26,117,920	5.5	0.4
Poteau	14,211,964	14,158,347	13,528,471	5.1	0.4
Sand Springs	25,285,741	25,327,323	25,484,823	-0.8	-0.2
Sapulpa	18,627,714	18,614,581	18,065,905	3.1	0.1
Seminole	10,233,087	10,203,343	9,778,149	4.7	0.3
Shawnee	46,091,800	46,034,977	45,204,661	2.0	0.1
Stillwater	63,632,754	63,405,906	59,281,099	7.3	0.4
Tahlequah	26,367,641	26,357,740	25,460,527	3.6	0.0
Tulsa	526,836,133	526,446,111	514,919,297	2.3	0.1
Watonga	2,308,027	2,376,950	3,026,557	-23.7	-2.9
Weatherford	16,565,872	16,685,168	18,017,970	-8.1	-0.7
Wewoka	1,488,408	1,494,661	1,473,213	1.0	-0.4
Woodward	19,990,166	20,162,850	21,077,751	-5.2	-0.9
TOTAL	2,533,810,607	2,530,202,713	2,459,555,578	3.02	0.14

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