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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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Production, employment data shows tech's impact on oil production

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

Investors' interest in the energy sector lags, but economist predicts that will change

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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

| | Nov 2019 | Oct 2019 | Nov 2018 | Percentage Change | |
|---|----------------------|----------------------|----------------------|--------------------|--------------------|
| | | | | Nov '19 Nov '18 | Nov '19 Oct '19 |
| OKLAHOMA | | | | | |
| Durable Goods | 865,211,917 | 860,177,672 | 853,803,785 | 1.3 | 0.6 |
| Lumber, Building Materials and Hardware | 334,928,643 | 331,873,272 | 300,879,789 | 11.3 | 0.9 |
| Auto Accessories and Repair | 190,456,395 | 190,049,518 | 197,365,960 | -3.5 | 0.2 |
| Furniture | 84,761,373 | 83,782,057 | 82,044,206 | 3.3 | 1.2 |
| Computer, Electronics and Music Stores | 93,794,393 | 94,477,102 | 122,355,566 | -23.3 | -0.7 |
| Miscellaneous Durables | 143,854,203 | 142,682,801 | 135,021,714 | 6.5 | 0.8 |
| Used Merchandise | 17,416,910 | 17,312,922 | 16,136,550 | 7.9 | 0.6 |
| Nondurable Goods | 2,696,537,929 | 2,687,813,518 | 2,635,446,093 | 2.3 | 0.3 |
| General Merchandise | 873,901,997 | 871,918,488 | 826,580,172 | 5.7 | 0.2 |
| Food Stores | 323,854,339 | 323,952,251 | 321,536,079 | 0.7 | 0.0 |
| Apparel | 129,995,028 | 128,805,457 | 129,864,870 | 0.1 | 0.9 |
| Eating and Drinking Places | 703,019,578 | 700,470,693 | 673,185,277 | 4.4 | 0.4 |
| Drug Stores | 45,626,220 | 45,496,828 | 42,958,284 | 6.2 | 0.3 |
| Liquor Stores | 41,025,616 | 40,776,920 | 44,815,702 | -8.5 | 0.6 |
| Miscellaneous Nondurables | 169,589,117 | 165,888,947 | 146,187,915 | 16.0 | 2.2 |
| Gasoline | 409,526,034 | 410,503,934 | 450,317,794 | -9.1 | -0.2 |
| Total Retail Trade | 3,561,749,847 | 3,547,991,190 | 3,489,249,878 | 2.1 | 0.4 |
| OKLAHOMA CITY MSA | | | | | |
| Durable Goods | 336,662,701 | 335,275,876 | 325,610,444 | 3.4 | 0.4 |
| Lumber, Building Materials and Hardware | 129,297,321 | 128,107,967 | 116,005,969 | 11.5 | 0.9 |
| Auto Accessories and Repair | 69,603,324 | 69,458,173 | 67,119,248 | 3.7 | 0.2 |
| Furniture | 33,687,092 | 33,469,962 | 32,720,108 | 3.0 | 0.6 |
| Computer, Electronics and Music Stores | 35,773,559 | 36,233,818 | 43,631,825 | -18.0 | -1.3 |
| Miscellaneous Durables | 60,679,126 | 60,474,662 | 59,432,577 | 2.1 | 0.3 |
| Used Merchandise | 7,622,278 | 7,531,293 | 6,700,717 | 13.8 | 1.2 |
| Nondurable Goods | 905,105,701 | 922,190,731 | 920,185,376 | -1.6 | -1.9 |
| General Merchandise | 302,502,654 | 300,191,463 | 284,078,362 | 6.5 | 0.8 |
| Food Stores | 103,853,139 | 103,317,981 | 99,599,808 | 4.3 | 0.5 |
| Apparel | 57,509,403 | 57,577,960 | 59,051,119 | -2.6 | -0.1 |
| Eating and Drinking Places | 281,845,390 | 281,262,423 | 277,319,727 | 1.6 | 0.2 |
| Drug Stores | 16,970,106 | 16,927,255 | 16,603,966 | 2.2 | 0.3 |
| Liquor Stores | 13,162,418 | 13,659,017 | 16,547,716 | -20.5 | -3.6 |
| Miscellaneous Nondurables | 56,278,477 | 55,721,274 | 52,067,502 | 8.1 | 1.0 |
| Gasoline | 72,984,115 | 93,533,359 | 114,917,176 | -36.5 | -22.0 |
| Total Retail Trade | 1,241,768,402 | 1,257,466,607 | 1,245,795,820 | -0.3 | -1.2 |
| TULSA MSA | | | | | |
| Durable Goods | 213,896,515 | 212,769,905 | 206,462,411 | 3.6 | 0.5 |
| Lumber, Building Materials and Hardware | 77,440,312 | 76,639,843 | 69,240,784 | 11.8 | 1.0 |
| Auto Accessories and Repair | 32,853,896 | 32,661,617 | 31,147,085 | 5.5 | 0.6 |
| Furniture | 24,268,128 | 24,026,742 | 22,826,357 | 6.3 | 1.0 |
| Computer, Electronics and Music Stores | 31,360,145 | 31,781,698 | 37,007,439 | -15.3 | -1.3 |
| Miscellaneous Durables | 42,959,927 | 42,660,296 | 41,524,603 | 3.5 | 0.7 |
| Used Merchandise | 5,014,107 | 4,999,708 | 4,716,144 | 6.3 | 0.3 |
| Nondurable Goods | 700,806,578 | 698,541,520 | 683,579,292 | 2.5 | 0.3 |
| General Merchandise | 210,168,078 | 209,423,288 | 199,737,453 | 5.2 | 0.4 |
| Food Stores | 96,492,801 | 96,407,498 | 93,956,519 | 2.7 | 0.1 |
| Apparel | 36,672,471 | 36,436,818 | 36,070,743 | 1.7 | 0.6 |
| Eating and Drinking Places | 183,963,599 | 183,143,420 | 175,045,476 | 5.1 | 0.4 |
| Drug Stores | 14,685,434 | 14,630,061 | 13,876,659 | 5.8 | 0.4 |
| Liquor Stores | 11,104,639 | 11,204,897 | 13,395,496 | -17.1 | -0.9 |
| Miscellaneous Nondurables | 39,080,836 | 38,397,402 | 32,037,022 | 22.0 | 1.8 |
| Gasoline | 108,638,720 | 108,898,137 | 119,459,924 | -9.1 | -0.2 |
| Total Retail Trade | 914,703,093 | 911,311,425 | 890,041,703 | 2.8 | 0.4 |

ADJUSTED RETAIL TRADE FOR METRO AREAS AND STATE

| | Nov 2019 | Oct 2019 | Nov 2018 | Percentage Change | |
|---|-------------------|-------------------|-------------------|--------------------|--------------------|
| | | | | Nov '19 Nov '18 | Nov '19 Oct '19 |
| LAWTON MSA | | | | | |
| Durable Goods | 18,234,190 | 18,238,427 | 18,293,176 | -0.3 | 0.0 |
| Lumber, Building Materials and Hardware | 7,287,377 | 7,239,825 | 6,591,165 | 10.6 | 0.7 |
| Auto Accessories and Repair | 3,701,389 | 3,696,597 | 3,723,569 | -0.6 | 0.1 |
| Furniture | 1,383,998 | 1,420,082 | 1,698,443 | -18.5 | -2.5 |
| Computer, Electronics and Music Stores | 1,903,783 | 1,970,713 | 2,721,141 | -30.0 | -3.4 |
| Miscellaneous Durables | 3,592,402 | 3,544,532 | 3,201,401 | 12.2 | 1.4 |
| Used Merchandise | 365,240 | 366,678 | 357,458 | 2.2 | -0.4 |
| Nondurable Goods | 70,589,662 | 70,243,558 | 68,007,155 | 3.8 | 0.5 |
| General Merchandise | 28,982,483 | 28,849,951 | 27,775,408 | 4.3 | 0.5 |
| Food Stores | 4,999,070 | 4,970,737 | 4,684,968 | 6.7 | 0.6 |
| Apparel | 3,708,181 | 3,686,319 | 3,659,747 | 1.3 | 0.6 |
| Eating and Drinking Places | 18,391,739 | 18,321,574 | 17,620,944 | 4.4 | 0.4 |
| Drug Stores | 833,120 | 825,633 | 758,150 | 9.9 | 0.9 |
| Liquor Stores | 1,155,653 | 1,146,471 | 1,131,125 | 2.2 | 0.8 |
| Miscellaneous Nondurables | 4,204,557 | 4,108,159 | 3,233,735 | 30.0 | 2.3 |
| Gasoline | 8,314,859 | 8,334,714 | 9,143,079 | -9.1 | -0.2 |
| Total Retail Trade | 88,823,851 | 88,481,985 | 86,300,331 | 2.9 | 0.4 |
| ENID MICROSA | | | | | |
| Durable Goods | 13,760,915 | 13,778,144 | 13,830,234 | -0.5 | -0.1 |
| Lumber, Building Materials and Hardware | 5,304,302 | 5,289,155 | 4,929,490 | 7.6 | 0.3 |
| Auto Accessories and Repair | 3,564,690 | 3,600,225 | 3,726,313 | -4.3 | -1.0 |
| Furniture | 916,267 | 914,501 | 873,374 | 4.9 | 0.2 |
| Computer, Electronics and Music Stores | 1,128,742 | 1,176,720 | 1,828,352 | -38.3 | -4.1 |
| Miscellaneous Durables | 2,534,585 | 2,484,980 | 2,159,656 | 17.4 | 2.0 |
| Used Merchandise | 312,328 | 312,563 | 313,049 | -0.2 | -0.1 |
| Nondurable Goods | 45,434,563 | 45,411,493 | 45,519,494 | -0.2 | 0.1 |
| General Merchandise | 14,659,754 | 14,685,140 | 14,642,784 | 0.1 | -0.2 |
| Food Stores | 6,795,356 | 6,799,339 | 6,828,440 | -0.5 | -0.1 |
| Apparel | 2,219,342 | 2,221,207 | 2,422,848 | -8.4 | -0.1 |
| Eating and Drinking Places | 10,553,662 | 10,539,557 | 10,240,654 | 3.1 | 0.1 |
| Drug Stores | 901,031 | 907,687 | 982,307 | -8.3 | -0.7 |
| Liquor Stores | 606,003 | 609,316 | 703,999 | -13.9 | -0.5 |
| Miscellaneous Nondurables | 2,940,959 | 2,874,653 | 2,266,816 | 29.7 | 2.3 |
| Gasoline | 6,758,456 | 6,774,595 | 7,431,647 | -9.1 | -0.2 |
| Total Retail Trade | 59,195,478 | 59,189,637 | 59,349,729 | -0.3 | 0.0 |

The December distribution of sales tax collections by the Oklahoma Tax Commission primarily represents local tax receipts from October. The monies they reported this period represent sales from Oct 16th to Oct 30th and estimated sales from Nov 1st to Nov 15th.

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

ADJUSTED RETAIL TRADE FOR SELECTED CITIES

| | Nov 2019 | Oct 2019 | Nov 2018 | Percentage Change | |
|------------------------------|----------------------|----------------------|----------------------|--------------------|--------------------|
| | | | | Nov '19 Nov '18 | Nov '19 Oct '19 |
| Ada | 29,449,907 | 29,423,150 | 30,126,228 | -2.2 | 0.1 |
| Altus | 18,967,823 | 18,924,850 | 19,012,052 | -0.2 | 0.2 |
| Alva | 6,437,473 | 6,499,484 | 7,108,267 | -9.4 | -1.0 |
| Anadarko | 5,404,725 | 5,411,650 | 5,635,737 | -4.1 | -0.1 |
| Ardmore | 42,705,194 | 42,485,174 | 40,623,435 | 5.1 | 0.5 |
| Bartlesville | 40,977,932 | 40,803,466 | 39,654,762 | 3.3 | 0.4 |
| Blackwell | 5,533,499 | 5,522,175 | 5,604,878 | -1.3 | 0.2 |
| Broken Arrow | 91,428,794 | 91,288,364 | 90,981,990 | 0.5 | 0.2 |
| Chickasha | 21,642,371 | 21,591,997 | 21,304,786 | 1.6 | 0.2 |
| Clinton | 8,164,486 | 8,205,466 | 8,793,345 | -7.2 | -0.5 |
| Cushing | 9,960,894 | 9,960,226 | 9,914,560 | 0.5 | 0.0 |
| Del City | 20,178,700 | 20,114,733 | 19,581,300 | 3.1 | 0.3 |
| Duncan | 24,119,301 | 24,101,492 | 24,152,671 | -0.1 | 0.1 |
| Durant | 28,157,036 | 27,922,366 | 26,034,743 | 8.2 | 0.8 |
| Edmond | 128,587,720 | 127,484,501 | 116,885,483 | 10.0 | 0.9 |
| El Reno | 16,030,290 | 16,120,860 | 16,385,890 | -2.2 | -0.6 |
| Elk City | 19,211,653 | 19,298,982 | 20,550,562 | -6.5 | -0.5 |
| Enid | 55,610,117 | 55,473,173 | 54,471,503 | 2.1 | 0.2 |
| Guthrie | 12,933,128 | 12,836,030 | 12,268,237 | 5.4 | 0.8 |
| Guymon | 14,212,745 | 14,156,262 | 13,808,113 | 2.9 | 0.4 |
| Henryetta | 6,089,911 | 6,105,692 | 6,391,277 | -4.7 | -0.3 |
| Hobart | 2,565,652 | 2,559,533 | 2,616,248 | -1.9 | 0.2 |
| Holdenville | 4,111,865 | 4,113,250 | 4,208,194 | -2.3 | 0.0 |
| Hugo | 7,452,222 | 7,416,205 | 7,350,964 | 1.4 | 0.5 |
| Idabel | 8,878,809 | 8,814,393 | 8,427,180 | 5.4 | 0.7 |
| Lawton | 74,758,816 | 74,466,936 | 72,608,236 | 3.0 | 0.4 |
| McAlester | 30,499,850 | 30,533,868 | 31,170,952 | -2.2 | -0.1 |
| Miami | 12,829,736 | 12,849,467 | 13,257,165 | -3.2 | -0.2 |
| Midwest City | 61,784,059 | 61,507,142 | 61,048,887 | 1.2 | 0.5 |
| Moore | 64,195,228 | 64,108,813 | 63,471,688 | 1.1 | 0.1 |
| Muskogee | 46,041,598 | 45,796,757 | 45,161,533 | 1.9 | 0.5 |
| Norman | 131,993,205 | 131,643,879 | 128,304,961 | 2.9 | 0.3 |
| Oklahoma City | 654,072,090 | 651,119,419 | 634,397,335 | 3.1 | 0.5 |
| Okmulgee | 12,510,014 | 12,384,944 | 12,017,137 | 4.1 | 1.0 |
| Pauls Valley | 11,381,556 | 11,354,689 | 11,206,872 | 1.6 | 0.2 |
| Pawhuska | 4,543,135 | 4,447,724 | 3,966,644 | 14.5 | 2.1 |
| Ponca City | 26,824,940 | 26,749,561 | 25,873,660 | 3.7 | 0.3 |
| Poteau | 14,026,918 | 13,968,901 | 13,535,284 | 3.6 | 0.4 |
| Sand Springs | 25,689,068 | 25,661,152 | 25,695,134 | 0.0 | 0.1 |
| Sapulpa | 18,978,398 | 18,862,652 | 17,926,075 | 5.9 | 0.6 |
| Seminole | 10,075,557 | 10,047,751 | 10,006,745 | 0.7 | 0.3 |
| Shawnee | 46,527,589 | 46,311,459 | 43,540,478 | 6.9 | 0.5 |
| Stillwater | 64,982,038 | 64,269,919 | 59,197,172 | 9.8 | 1.1 |
| Tahlequah | 26,964,407 | 26,794,426 | 25,541,087 | 5.6 | 0.6 |
| Tulsa | 531,639,878 | 529,554,840 | 517,858,685 | 2.7 | 0.4 |
| Watonga | 2,708,201 | 2,742,370 | 3,133,948 | -13.6 | -1.2 |
| Weatherford | 17,198,178 | 17,266,550 | 17,755,804 | -3.1 | -0.4 |
| Wewoka | 1,568,256 | 1,562,611 | 1,619,239 | -3.1 | 0.4 |
| Woodward | 21,807,608 | 21,739,950 | 21,840,377 | -0.2 | 0.3 |
| Total Selected Cities | 2,542,412,567 | 2,532,379,253 | 2,472,027,502 | 2.85 | 0.40 |

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Front cover photo of oil well on the state capitol grounds, courtesy of Fred Marvel, Oklahoma Department of Tourism.