

Metered Market Close-Up: Oklahoma City, OK (DMA Rank #45)

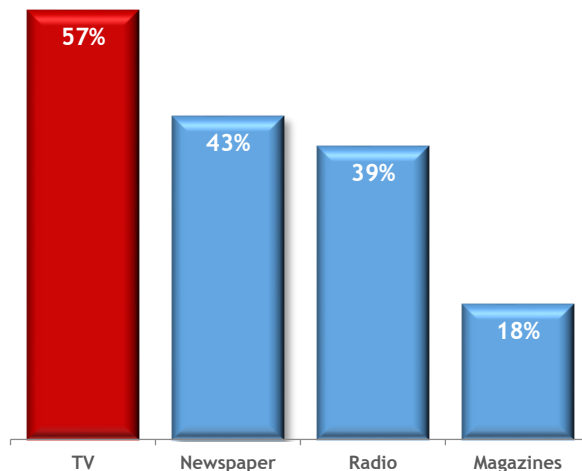
Oklahoma City, the capital and largest city in the state, is a major center for the oil industry and related manufacturing. The economy of Oklahoma City, once just a regional power center of government and energy exploration, has since diversified to include the sectors of information technology, services, health services and administration. The city is headquarters to two Fortune 500 companies, Chesapeake Energy Corporation and Devon Energy Corporation, as well as being home to Love's Travel Stops & Country Stores, which is ranked thirteenth on Forbes' list of private companies. While not in Oklahoma City proper, other large employers within the MSA region include: Tinker Air Force Base, University of Oklahoma, University of Central Oklahoma, and Norman Regional Hospital. Oklahoma City is home to several professional sports teams, including the Oklahoma City Thunder of the National Basketball Association. Oklahoma City is also home to the state's largest school district, Oklahoma City Public Schools.

Median Income	SRDS Total Retail Sales (\$000)
\$50,567	\$3,891,490

TV stations serving the area of Oklahoma City, OK:

KAUT	Independent, This TV, Escape, Court TV
KFOR	NBC, Antenna TV, Justice Network
KOCB	The CW, TBD, Comet
KOCO	ABC, MeTV
KOHC	Azteca América, LATV, OnTV4U, 3ABN
KOKH	FOX, Charge!, Stadium
KOPX	Ion, Qubo, Ion Plus, Ion Shop, QVC, HSN
KSBI	MyNetworkTV, Bounce TV, Laff, Grit, Escape
KTUZ	Telemundo, Univision, Estrella TV
KUOK	Univision
KWTV	CBS, News 9 Now

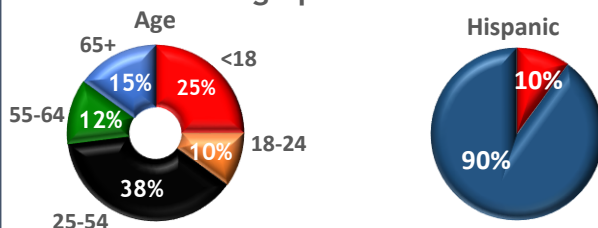
Reliance on Media to Stay Informed % Agree



Oklahoma City, OK Interesting Facts

- Wild West fans can see John Wayne's personal firearm collection at the National Cowboy & Western Heritage Museum in Oklahoma City.
- Rocktown climbing gym is one of the most unique in the nation, with a 90 foot wall inside of a grain elevator.
- With over 300 banjos, the collection at the American Banjo Museum in Oklahoma City is valued at \$3.5 million.

Oklahoma City, OK Demographic Overview



47% loyal to vehicle brand