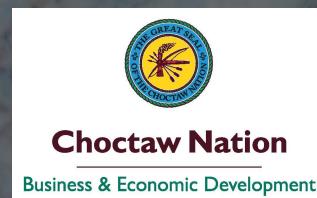




Bryan County, OK

Choctaw Nation Economic Development Partnership



PO Box 1210
2807 Enterprise Blvd
Durant, Oklahoma 74702-1210

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Report Parameters

1 County

40013 Bryan County, OK

Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

The information in this report pertains to the chosen geographical area.

Economy Overview

49,449

Population (2024)

Population grew by 1,360 over the last 5 years and is projected to grow by 2,432 over the next 5 years.

24,337

Total Regional Employment

Jobs grew by 2,798 over the last 5 years and are projected to grow by 2,310 over the next 5 years.

\$54.3K

Median Household Income (2023)

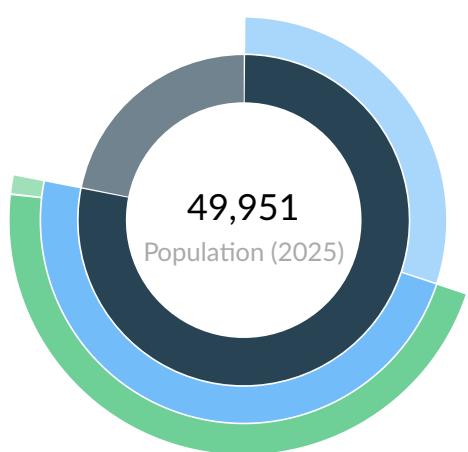
Median household income is \$24.3K below the national median household income of \$78.5K.

Takeaways

- As of 2024 the region's population increased by 2.8% since 2019, growing by 1,360. Population is expected to increase by 4.9% between 2024 and 2029, adding 2,432.
- From 2019 to 2024, jobs increased by 13.0% in Bryan County, OK from 21,539 to 24,337. This change outpaced the national growth rate of 4.1% by 8.9%. As the number of jobs increased, the labor force participation rate increased from 52.0% to 60.9% between 2019 and 2024.
- Concerning educational attainment, 16.7% of Bryan County, OK residents possess a Bachelor's Degree (4.8% below the national average), and 5.6% hold an Associate's Degree (3.2% below the national average).
- The top three industries in 2024 are Local Government, Excluding Education and Hospitals, Education and Hospitals (Local Government), and Restaurants and Other Eating Places.

	Population (2025)	Labor Force (Apr 2025)	Jobs (2024)	Cost of Living	GRP	Imports	Exports
Region	49,951	24,004	24,337	91.7	\$2.38B	\$4.20B	\$3.85B
State	4,117,309	2,000,196	1,952,015	93.3	\$267.26B	\$264.02B	\$324.90B

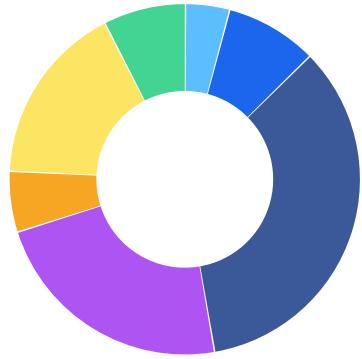
Apr 2025 Labor Force Breakdown



	Population
● 16+ Civilian Non-Institutionalized Population	38,990
● Not in Labor Force (16+)	14,986
● Labor Force	24,004
● Employed	23,327
● Unemployed	677
● Under 16, Military, and institutionalized Population	10,961

Educational Attainment

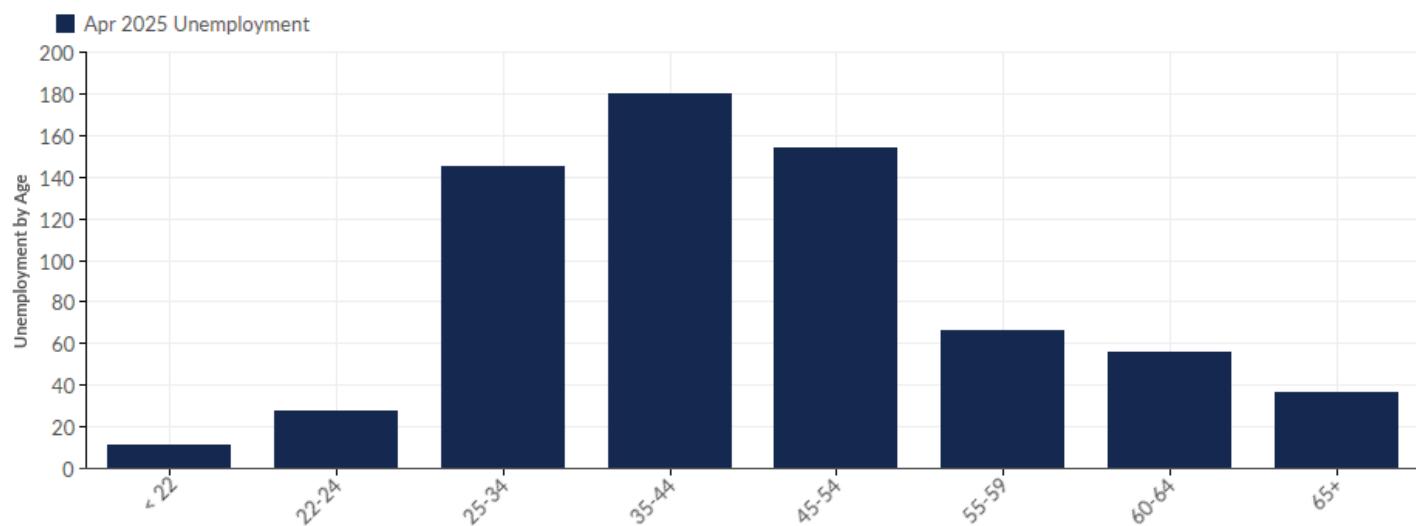
Concerning educational attainment, **16.7% of Bryan County, OK residents possess a Bachelor's Degree** (4.8% below the national average), and **5.6% hold an Associate's Degree** (3.2% below the national average).



	% of Population	Population
● Less Than 9th Grade	4.1%	1,355
● 9th Grade to 12th Grade	8.5%	2,830
● High School Diploma	34.6%	11,543
● Some College	22.9%	7,615
● Associate's Degree	5.6%	1,869
● Bachelor's Degree	16.7%	5,578
● Graduate Degree and Higher	7.6%	2,533

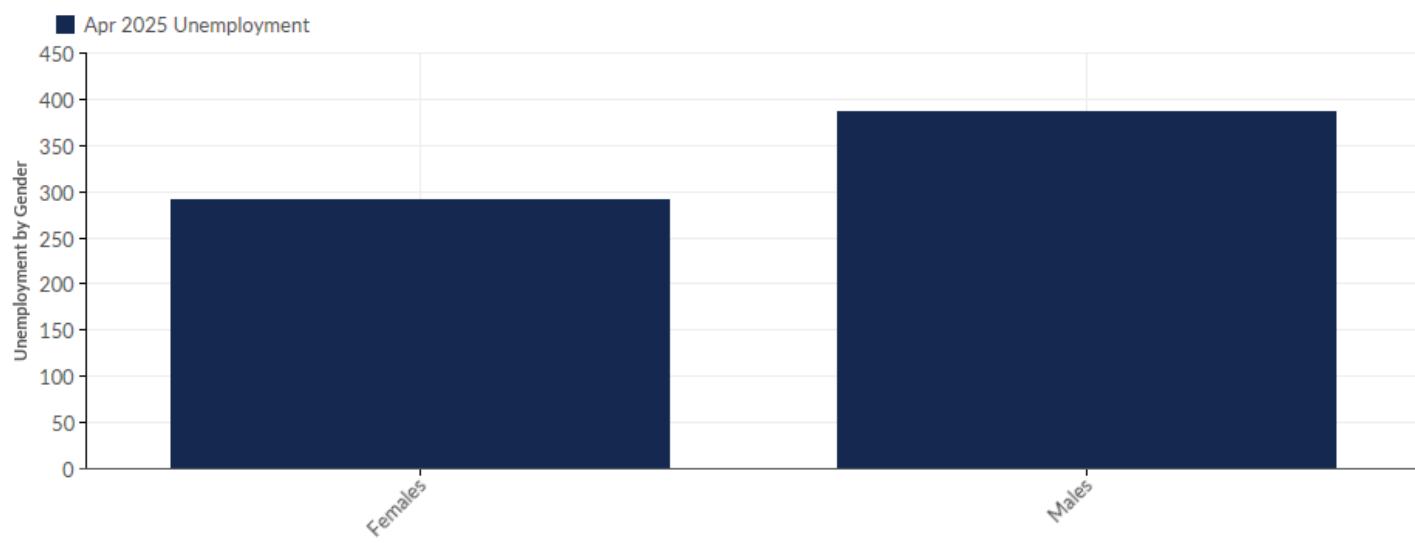
Unemployment by Demographics

Unemployment by Age



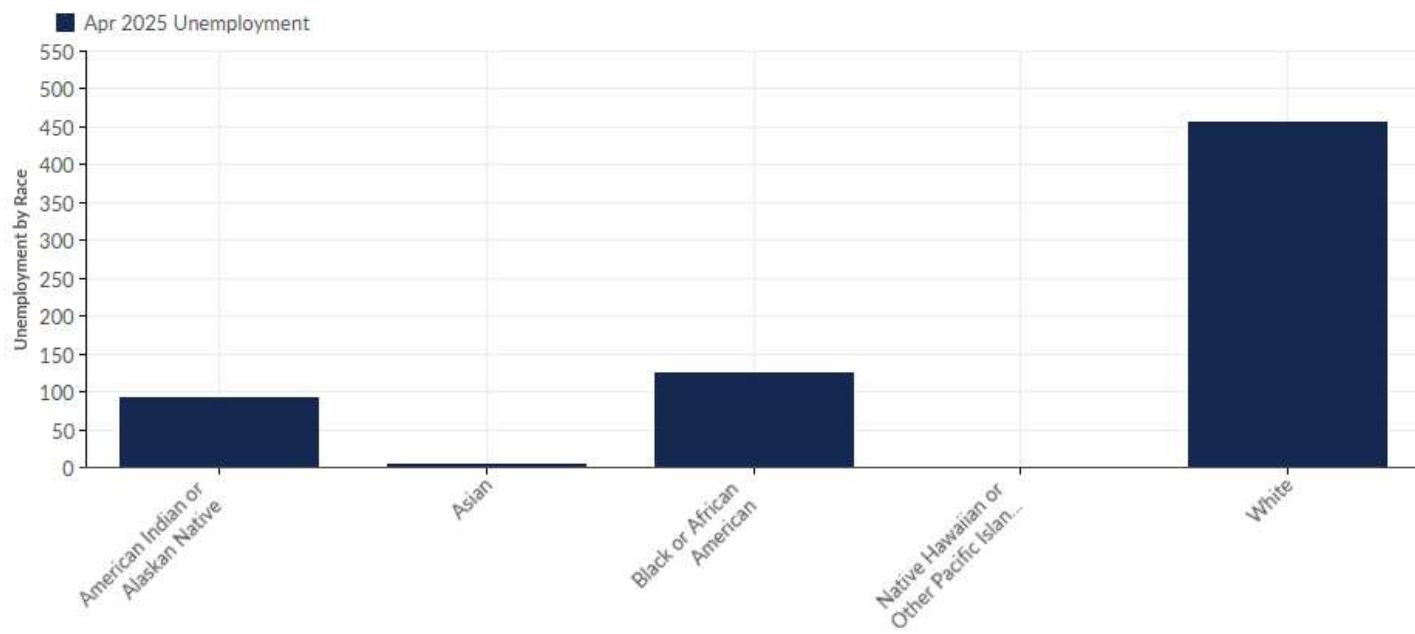
Age	Unemployment (Apr 2025)	% of Unemployed
< 22	11	1.62%
22-24	27	3.99%
25-34	145	21.42%
35-44	180	26.59%
45-54	154	22.75%
55-59	66	9.75%
60-64	56	8.27%
65+	37	5.47%
Total	677	100.00%

Unemployment by Gender



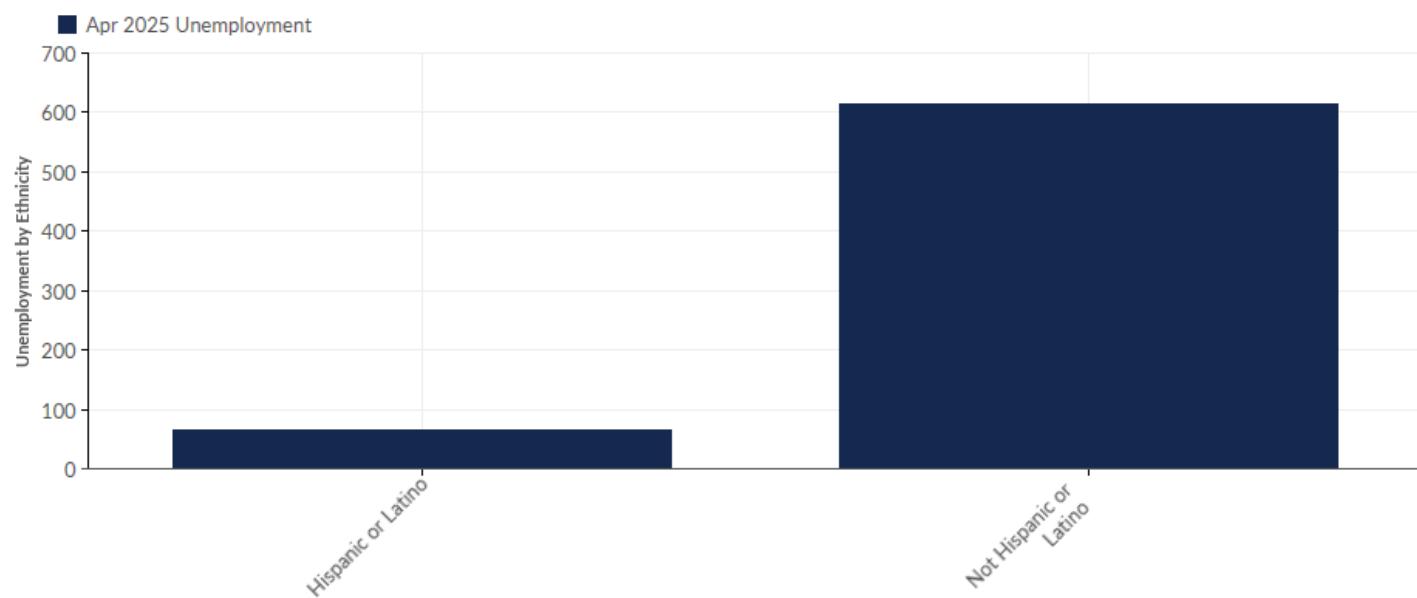
Gender	Unemployment (Apr 2025)	% of Unemployed
Females	291	42.98%
Males	386	57.02%
Total	677	100.00%

Unemployment by Race



Race	Unemployment (Apr 2025)	% of Unemployed
American Indian or Alaskan Native	92	13.59%
Asian	3	0.44%
Black or African American	125	18.46%
Native Hawaiian or Other Pacific Islander	1	0.15%
White	456	67.36%
Total	677	100.00%

Unemployment by Ethnicity

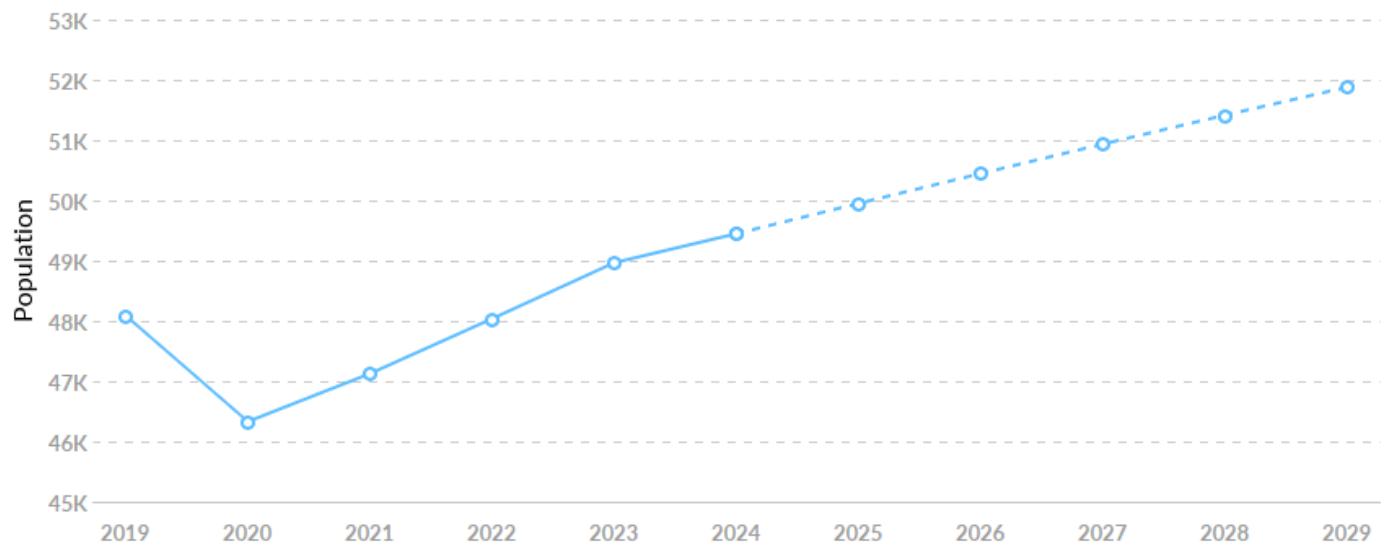


Ethnicity	Unemployment (Apr 2025)	% of Unemployed
Hispanic or Latino	64	9.45%
Not Hispanic or Latino	613	90.55%
Total	677	100.00%

Historic & Projected Trends

Population Trends

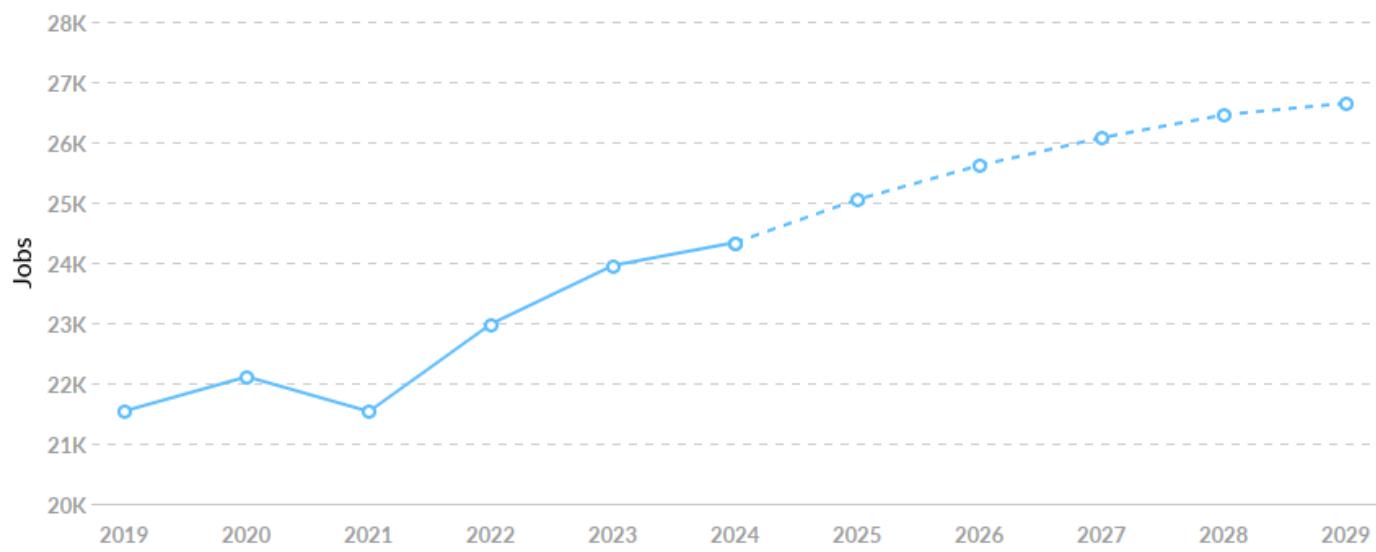
As of 2024 the region's population **increased by 2.8%** since 2019, growing by 1,360. Population is expected to **increase by 4.9%** between 2024 and 2029, adding 2,432.



Timeframe	Population
2019	48,089
2020	46,330
2021	47,126
2022	48,038
2023	48,967
2024	49,449
2025	49,951
2026	50,447
2027	50,936
2028	51,416
2029	51,880

Job Trends

From 2019 to 2024, jobs increased by 13.0% in Bryan County, OK from 21,539 to 24,337. This change outpaced the national growth rate of 4.1% by 8.9%.



Timeframe	Jobs
2019	21,539
2020	22,108
2021	21,531
2022	22,985
2023	23,956
2024	24,337
2025	25,050
2026	25,617
2027	26,075
2028	26,455
2029	26,647

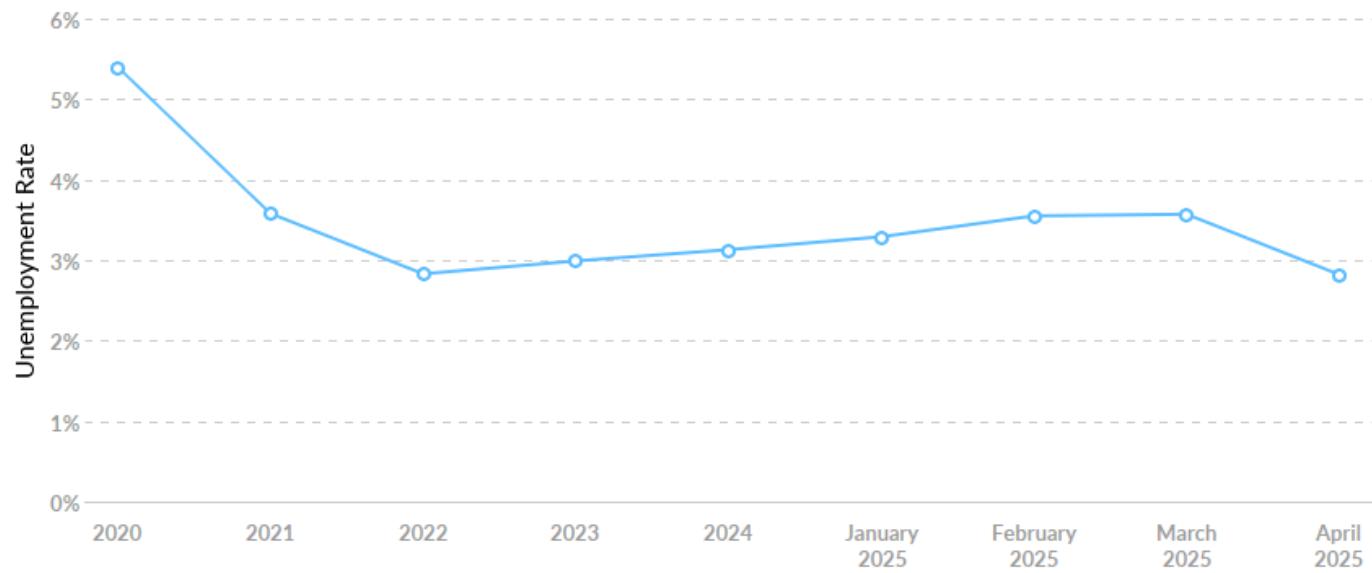
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2020	58.92%
2021	57.14%
2022	58.94%
2023	60.81%
2024	61.43%
January 2025	60.74%
February 2025	60.86%
March 2025	62.15%
April 2025	61.56%

Unemployment Rate Trends

Bryan County, OK had an April 2025 unemployment rate of 2.82%, **decreasing from 5.40% 5 years before**.



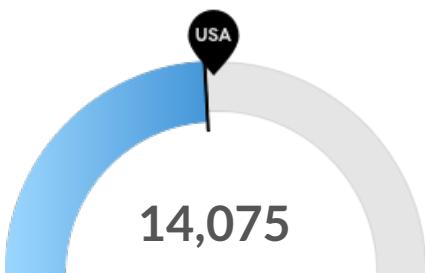
Timeframe	Unemployment Rate
2020	5.40%
2021	3.58%
2022	2.83%
2023	2.99%
2024	3.13%
January 2025	3.29%
February 2025	3.55%
March 2025	3.57%
April 2025	2.82%

Population Characteristics



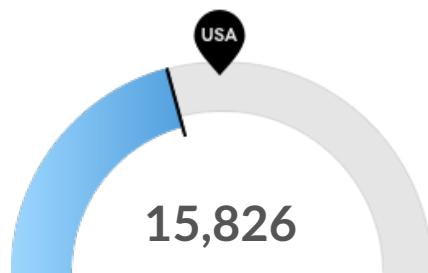
Millennials

Bryan County, OK has 10,184 millennials (ages 25-39). The national average for an area this size is 9,949.



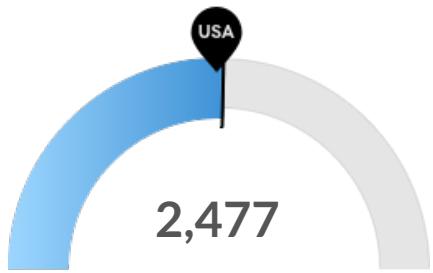
Retiring Soon

Retirement risk is about average in Bryan County, OK. The national average for an area this size is 14,782 people 55 or older, while there are 14,075 here.



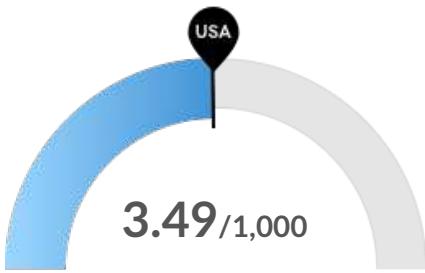
Racial Diversity

Racial diversity is low in Bryan County, OK. The national average for an area this size is 20,393 racially diverse people, while there are 15,826 here.



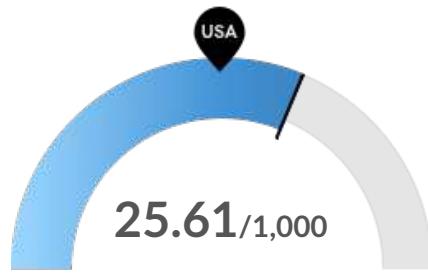
Veterans

Bryan County, OK has 2,477 veterans. The national average for an area this size is 2,423.



Violent Crime

Bryan County, OK has 3.49 violent crimes per 1,000 people. The national rate is 3.54 per 1,000 people.

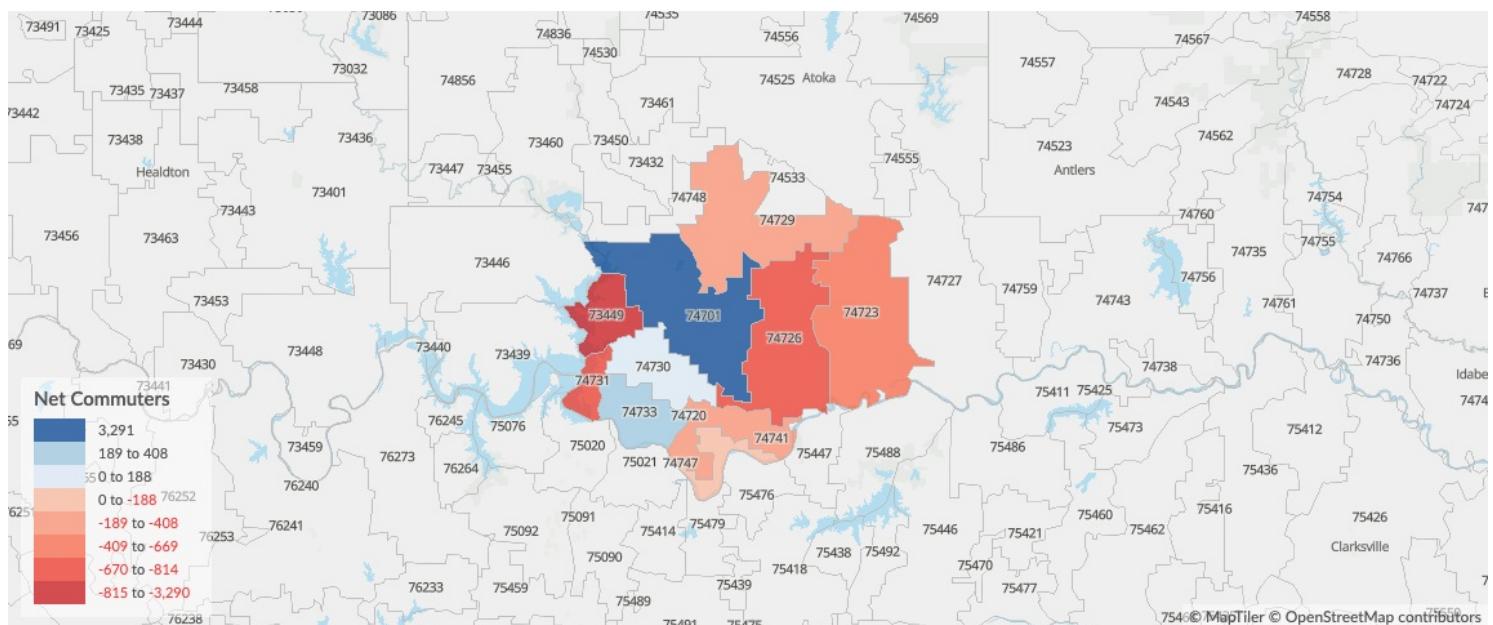


Property Crime

Bryan County, OK has 25.61 property crimes per 1,000 people. The national rate is 18.02 per 1,000 people.

Place of Work vs Place of Residence

Understanding where talent in Bryan County, OK currently works compared to where talent lives can help you optimize site decisions.



Where Talent Works

ZIP	Name	2024 Employment
74701	Durant, OK (in Bryan co...	15,837
74730	Calera, OK (in Bryan co...	2,696
74733	Colbert, OK (in Bryan co...	1,822
74729	Caddo, OK (in Bryan co...	1,314
73449	Mead, OK (in Bryan cou...	883

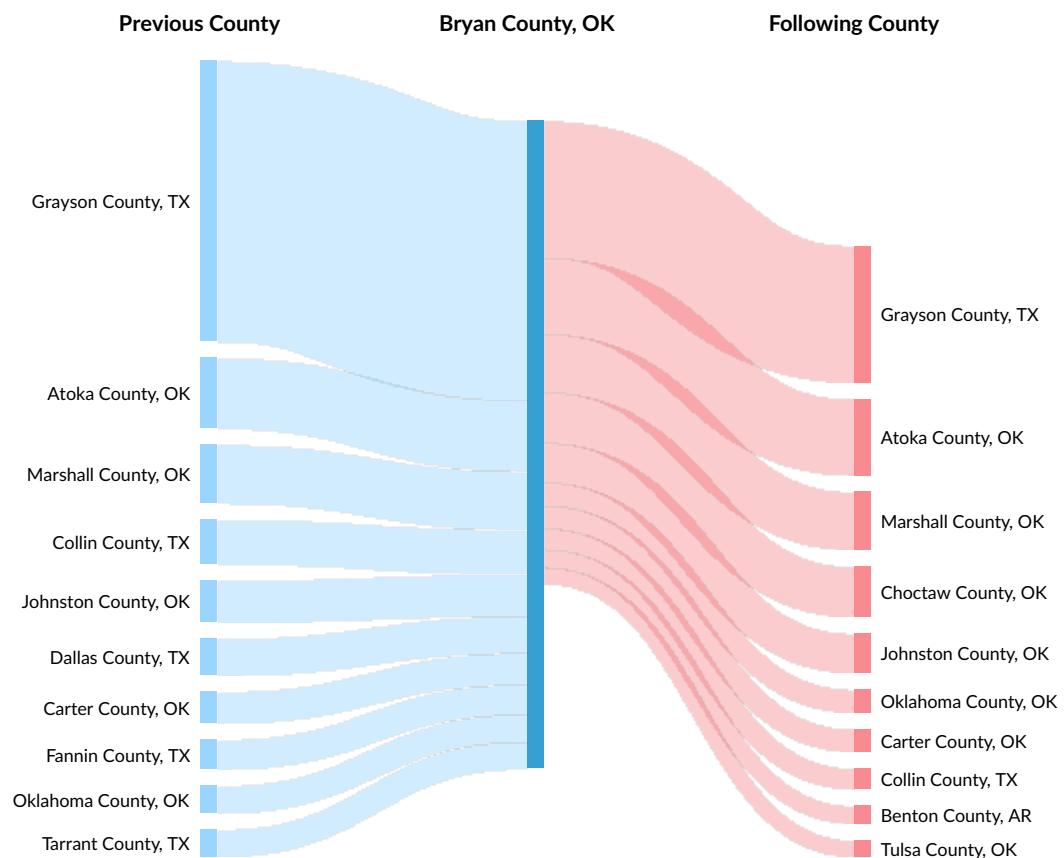
Where Talent Lives

ZIP	Name	2024 Workers
74701	Durant, OK (in Bryan co...	12,546
74730	Calera, OK (in Bryan co...	2,674
73449	Mead, OK (in Bryan cou...	1,698
74729	Caddo, OK (in Bryan co...	1,557
74733	Colbert, OK (in Bryan co...	1,527

Inbound and Outbound Migration

The table below analyzes past and current residents of Bryan County, OK. The left column shows residents of other counties migrating to Bryan County, OK. The right column shows residents migrating from Bryan County, OK to other counties.

As of 2022, **526** people have migrated from Grayson County, TX to Bryan County, OK. In the same year, **257** people left Bryan County, OK migrating to Grayson County, TX. The total Net Migration for Bryan County, OK in 2022 was **727**.

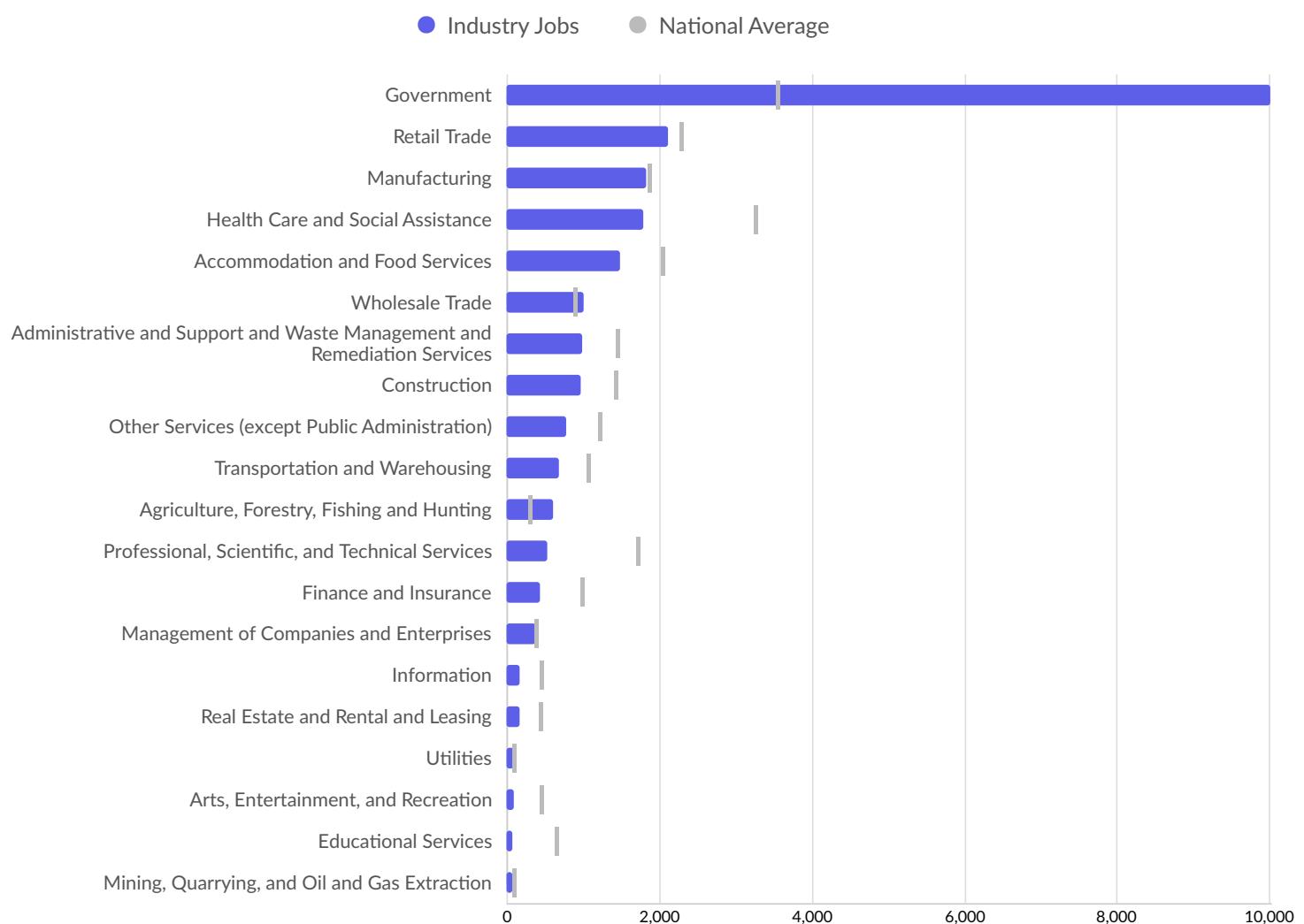


Top Previous Counties	Migrations
Grayson County, TX	526
Atoka County, OK	133
Marshall County, OK	109
Collin County, TX	83
Johnston County, OK	79
Dallas County, TX	69

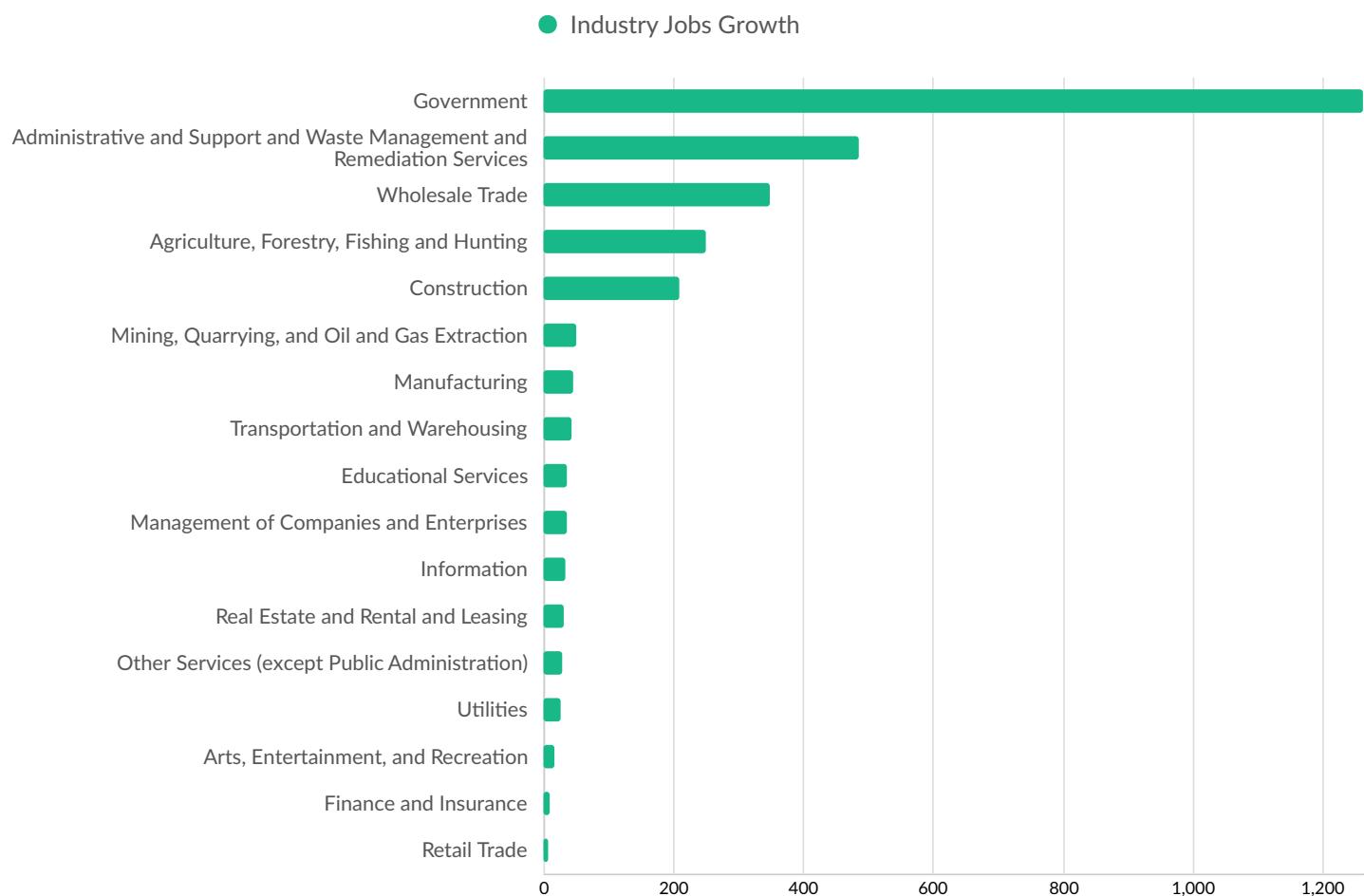
Top Previous Counties	Migrations
Carter County, OK	59
Fannin County, TX	56
Oklahoma County, OK	51
Tarrant County, TX	51
Choctaw County, OK	47
Denton County, TX	44
Tulsa County, OK	42
Jewell County, KS	33
Pittsburg County, OK	30
Top Following Counties	Migrations
Grayson County, TX	257
Atoka County, OK	143
Marshall County, OK	109
Choctaw County, OK	95
Johnston County, OK	74
Oklahoma County, OK	44
Carter County, OK	43
Collin County, TX	39
Benton County, AR	34
Tulsa County, OK	31
Cleveland County, OK	31
Dallas County, TX	28
Pittsburg County, OK	26
Garland County, AR	21
Cherokee County, OK	20

Industry Characteristics

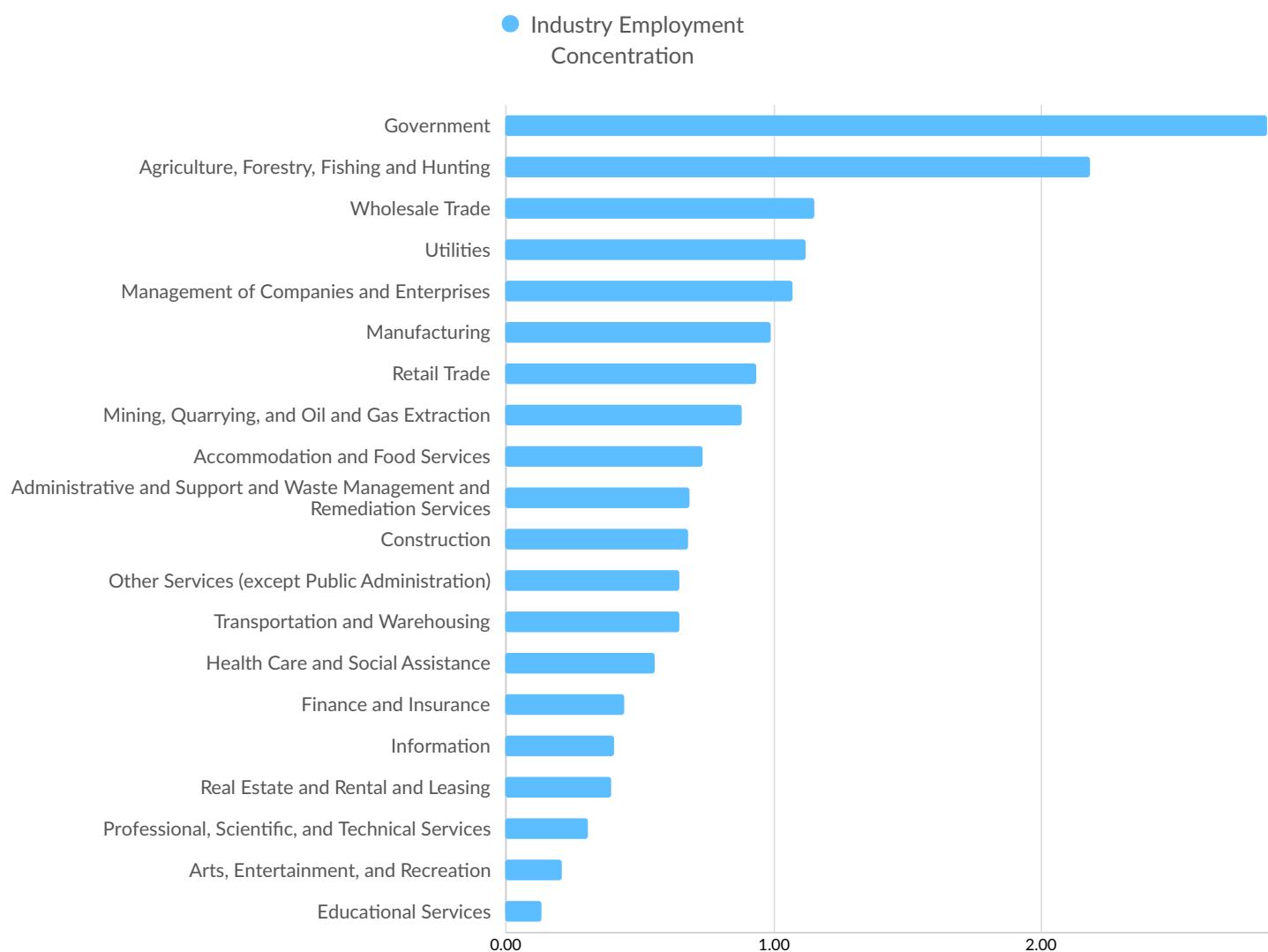
Largest Industries



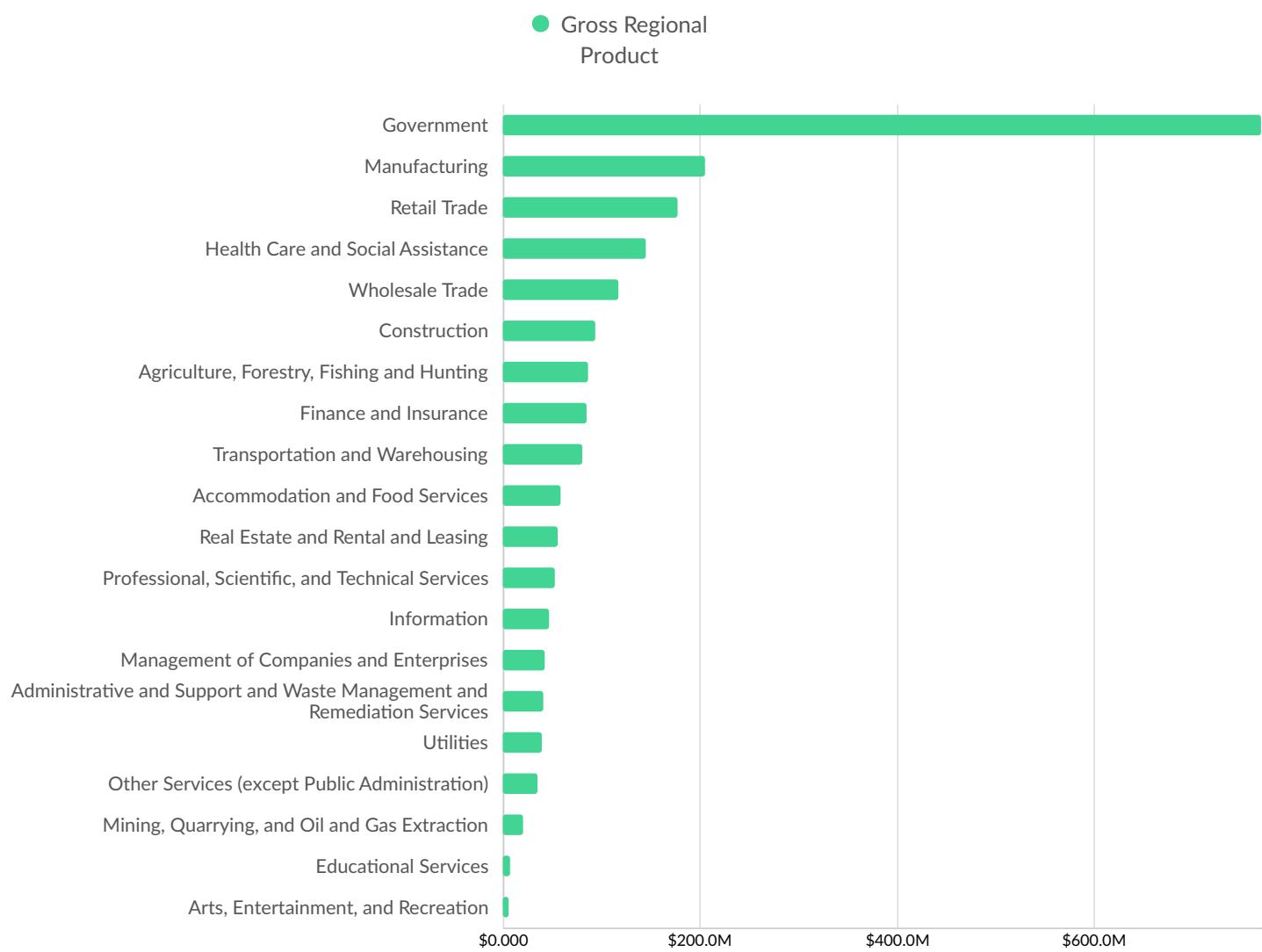
Top Growing Industries



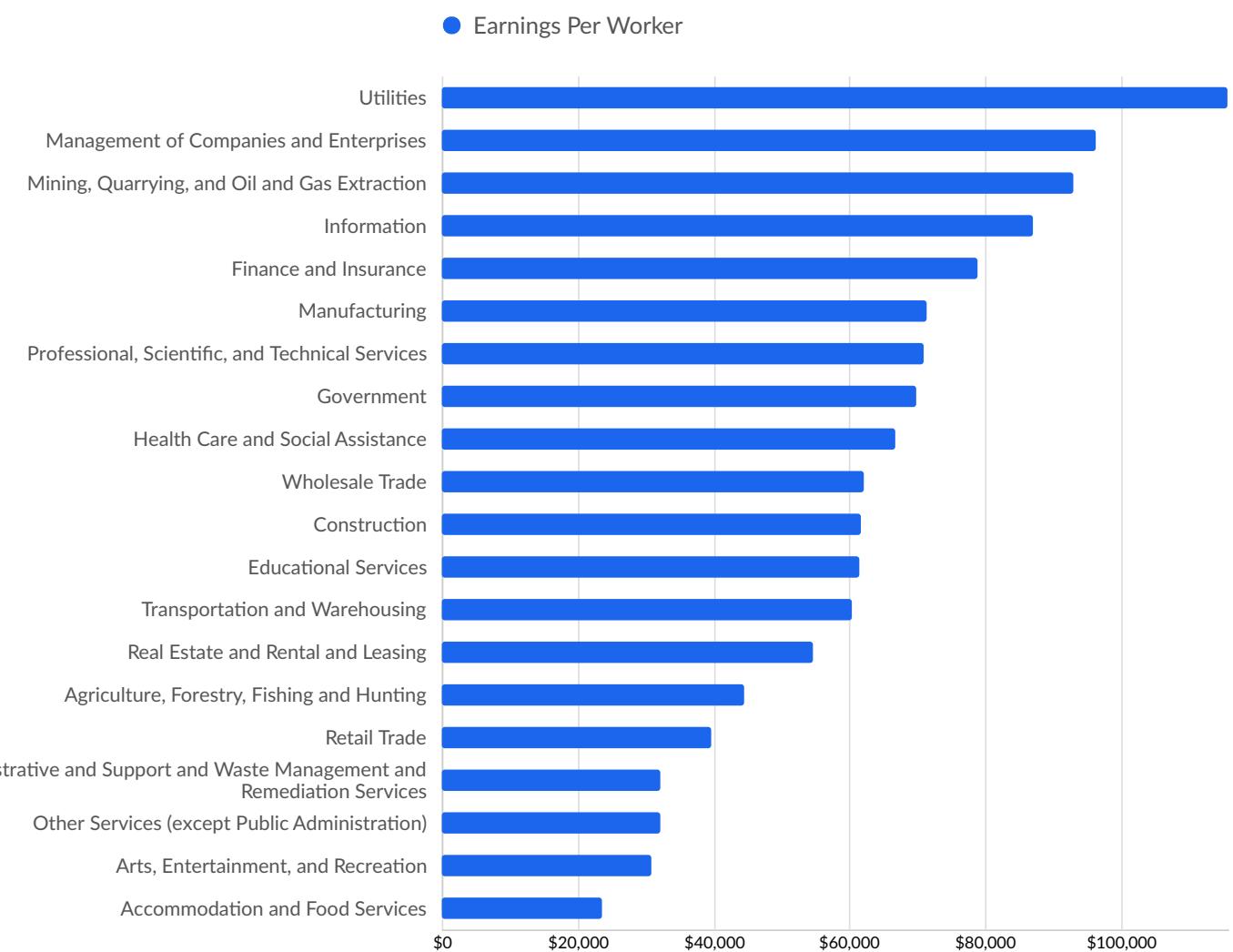
Top Industry Employment Concentration



Top Industry GRP



Top Industry Earnings



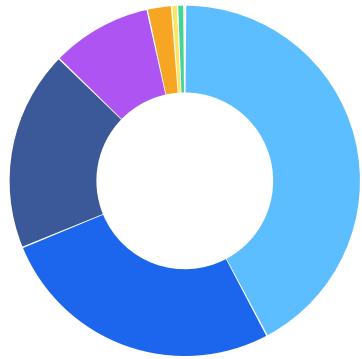
Business Characteristics

2,685 Companies Employ Your Workers

Online profiles for your workers mention 2,685 companies as employers, with the top 10 appearing below. In the last 12 months, 281 companies in Bryan County, OK posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Choctaw Nation Of Oklahoma	922	Choctaw Nation Of Oklahoma	947
Southeastern Oklahoma State U...	318	Community Health Systems Pro...	141
First United Bank	233	Alliancehealth Durant	107
Alorica	87	Walmart	91
State of Oklahoma	67	First United Bank	79
Texoma Medical Center	62	Commercial Metals	74
Walmart	55	Alliancehealth Clinton	66
City Of Durant	47	Love's	63
Big Lots	44	Southeastern Oklahoma State U...	55
Indian Nation Wholesale	42	Express Employment Profession...	42

Business Size

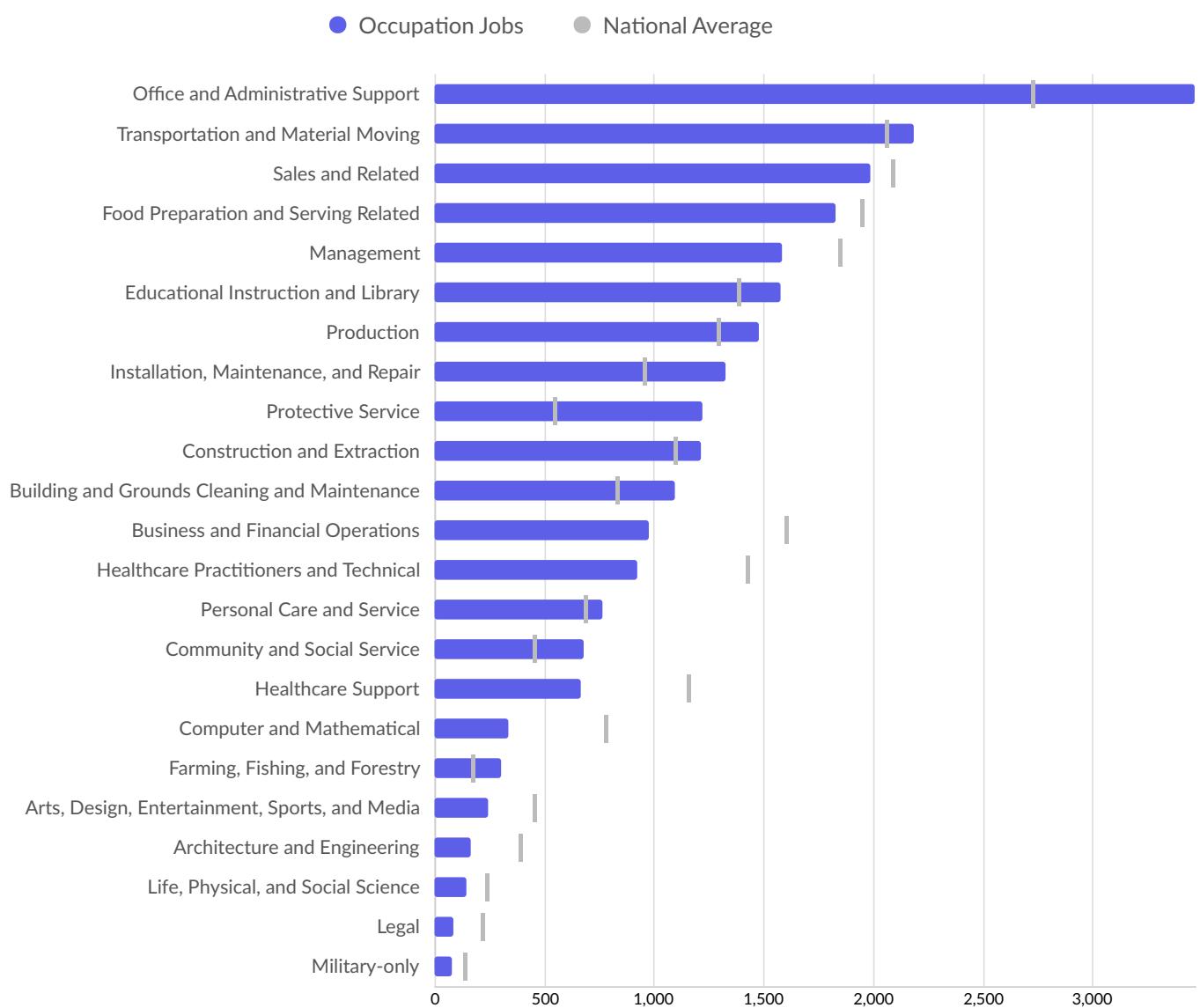


	Percentage	Business Count
1 to 4 employees	42.2%	863
5 to 9 employees	26.6%	544
10 to 19 employees	18.5%	378
20 to 49 employees	9.3%	190
50 to 99 employees	2.2%	46
100 to 249 employees	0.5%	11
250 to 499 employees	0.6%	12
500+ employees	0.1%	3

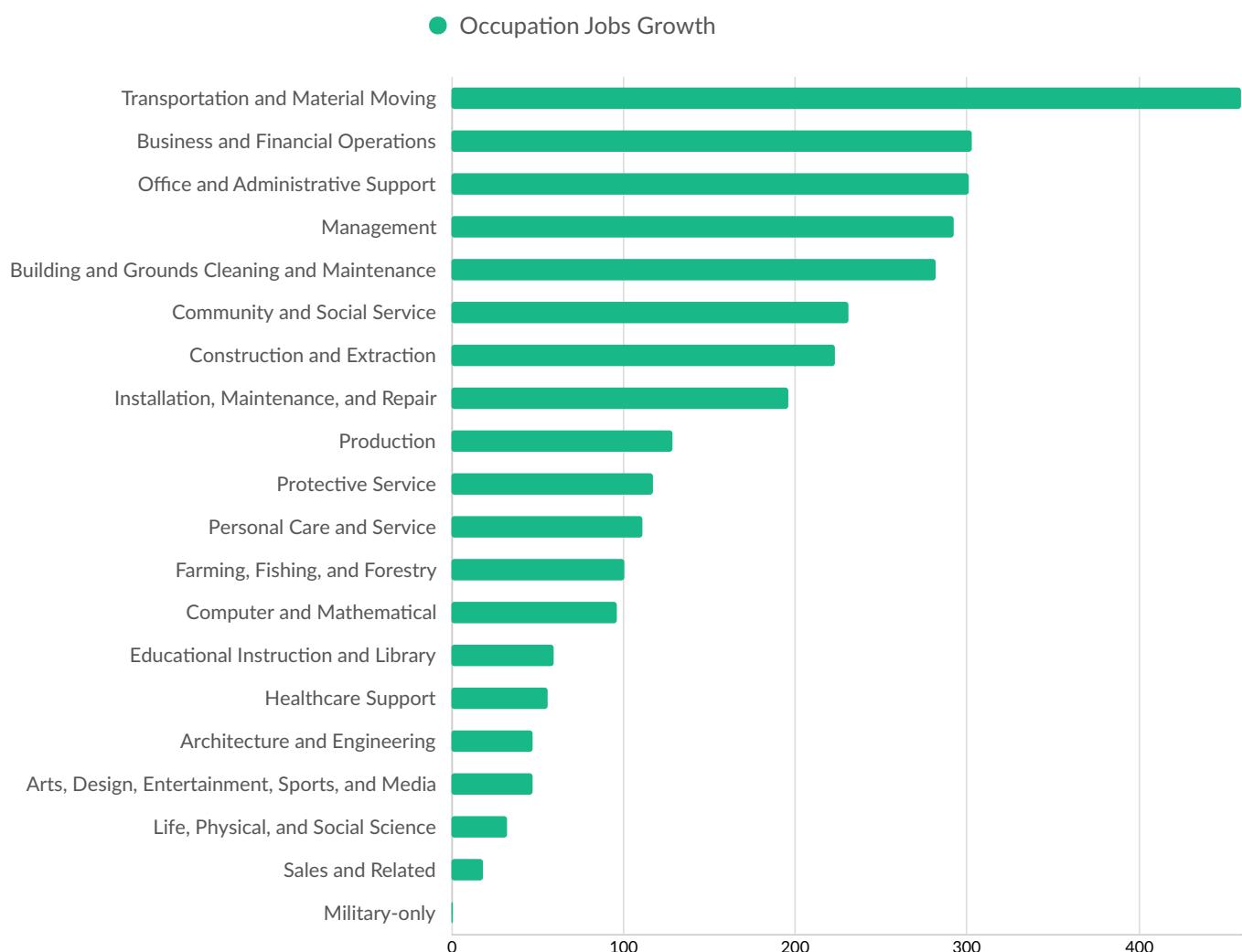
*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

Workforce Characteristics

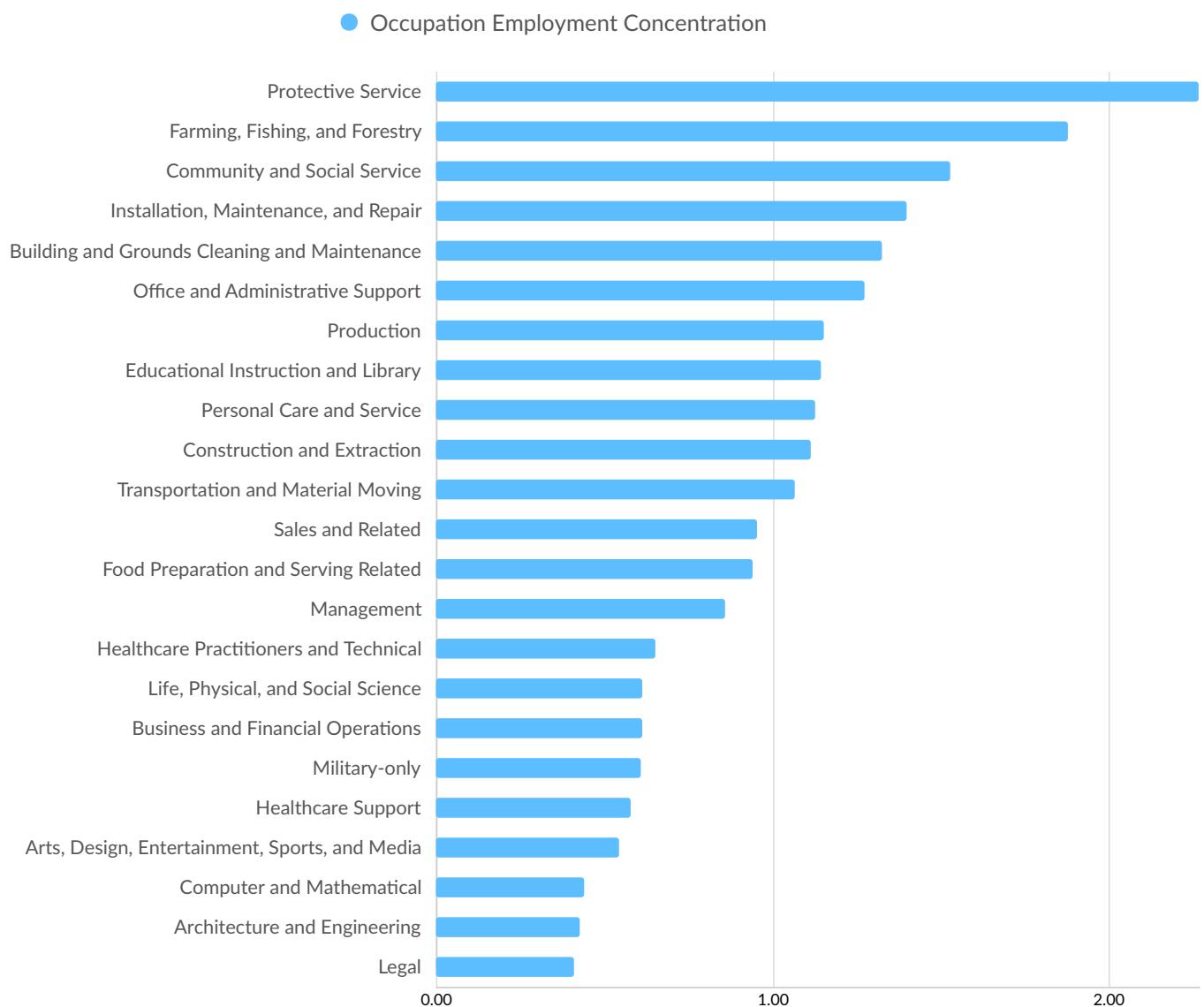
Largest Occupations



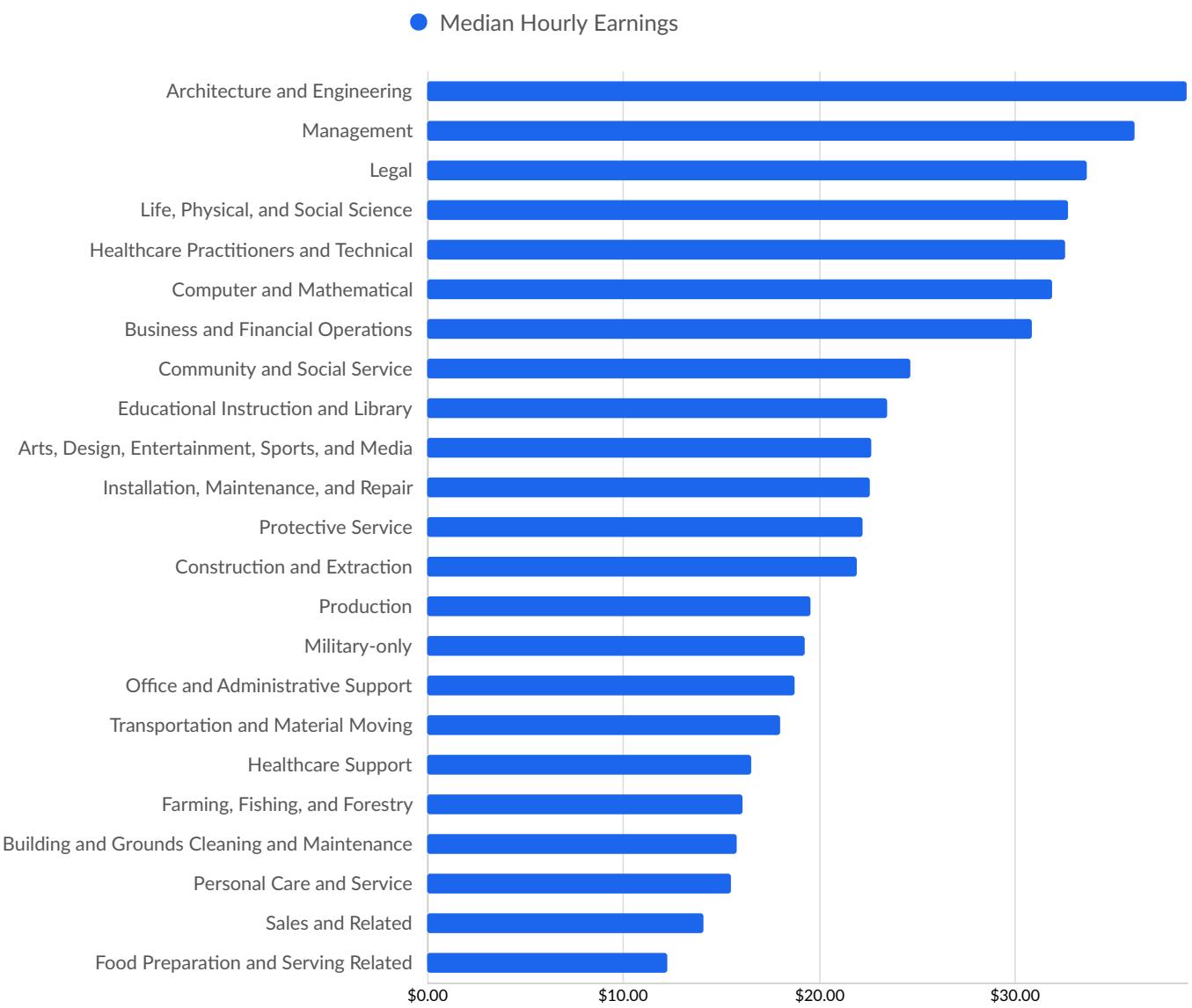
Top Growing Occupations



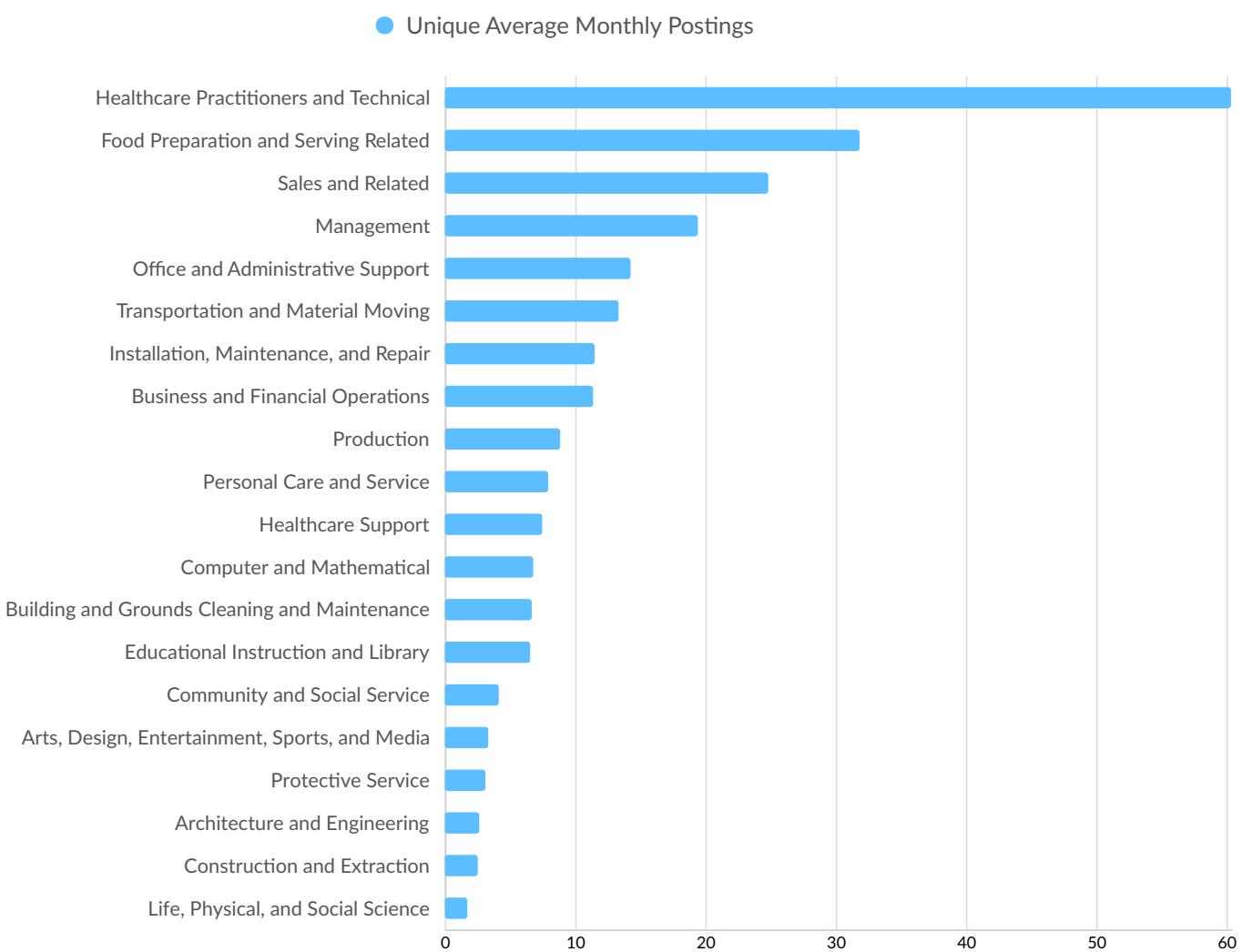
Top Occupation Employment Concentration



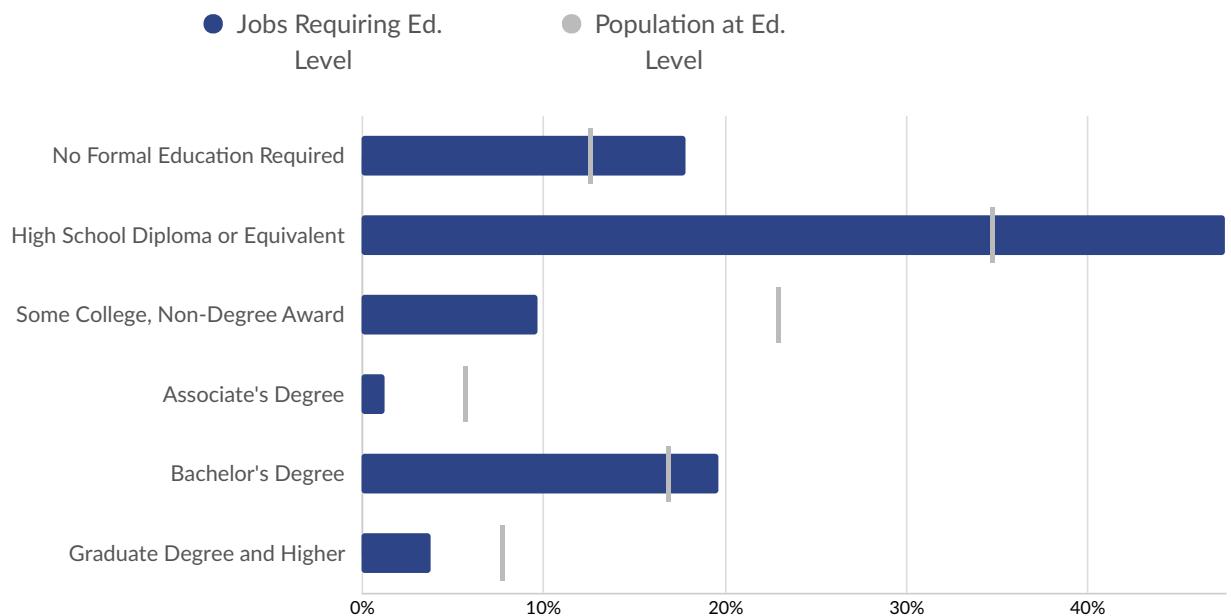
Top Occupation Earnings



Top Posted Occupations

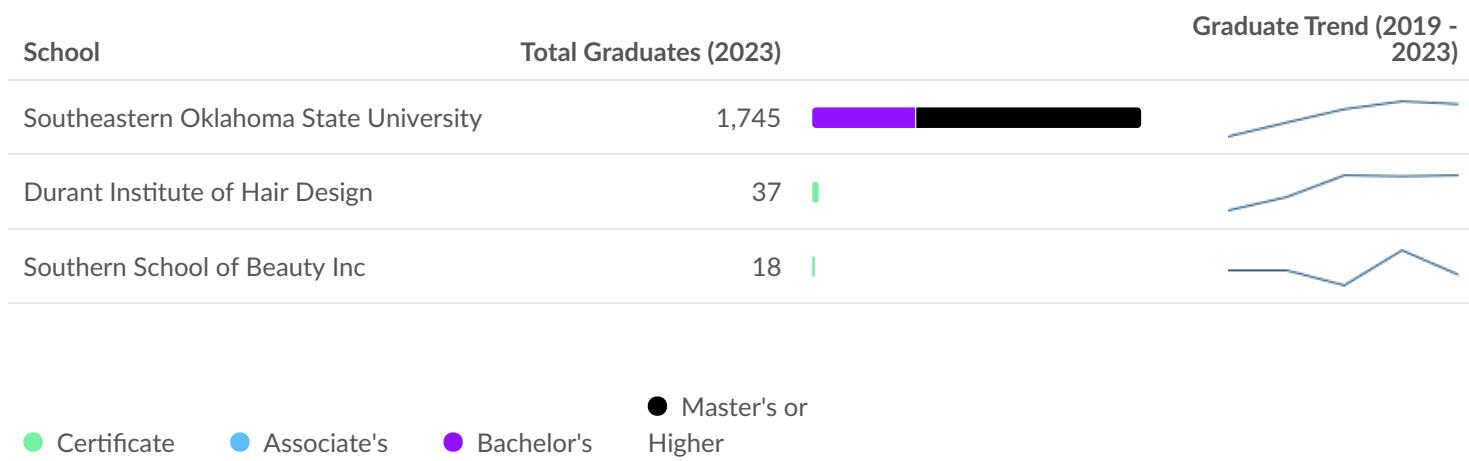


Underemployment



Educational Pipeline

In 2023, there were 1,800 graduates in Bryan County, OK. This pipeline has grown by 81% over the last 5 years. The highest share of these graduates come from "Business Administration and Management, General" (Master's or Higher), "Educational Leadership and Administration, General" (Master's or Higher), and "Sport and Fitness Administration/Management" (Master's or Higher).



In-Demand Skills

