



# Bryan County, OK

Choctaw Nation Economic Development Partnership



**Choctaw Nation**

Business & Economic Development

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## Report Parameters

### 1 County

40013 Bryan County, OK

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### 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)

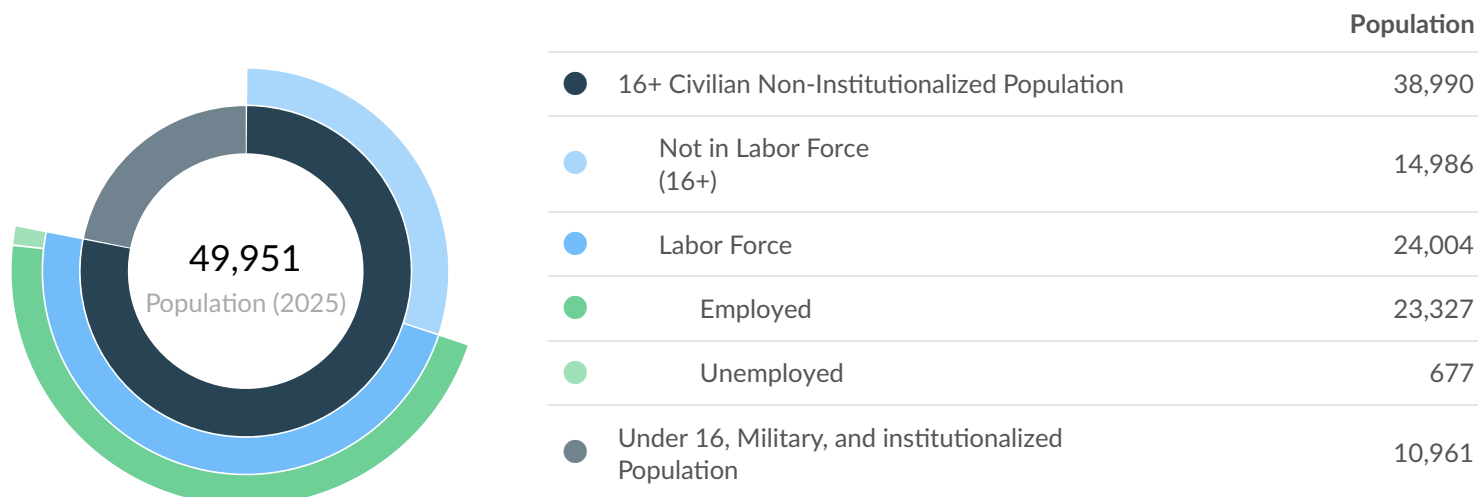
Median household income is **\$24.3K below** the national median household income of \$78.5K.

## 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.

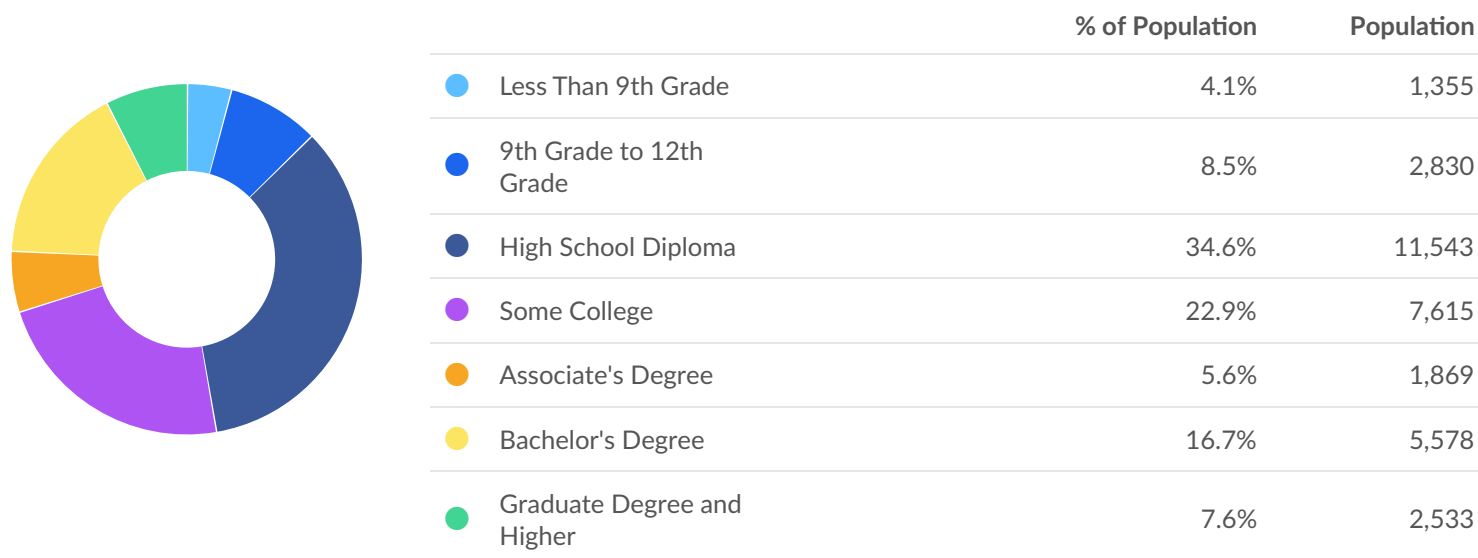
	Population (2025)	Labor Force (Apr 2025)	Jobs (2024)	Cost of Living	GRP	Imports	Exports
Region	49,951	24,004	24,337	91.7	\$2.38B	\$4.20B	\$3.85B
State	4,117,309	2,000,196	1,952,015	93.3	\$267.26B	\$264.02B	\$324.90B

## Apr 2025 Labor Force Breakdown



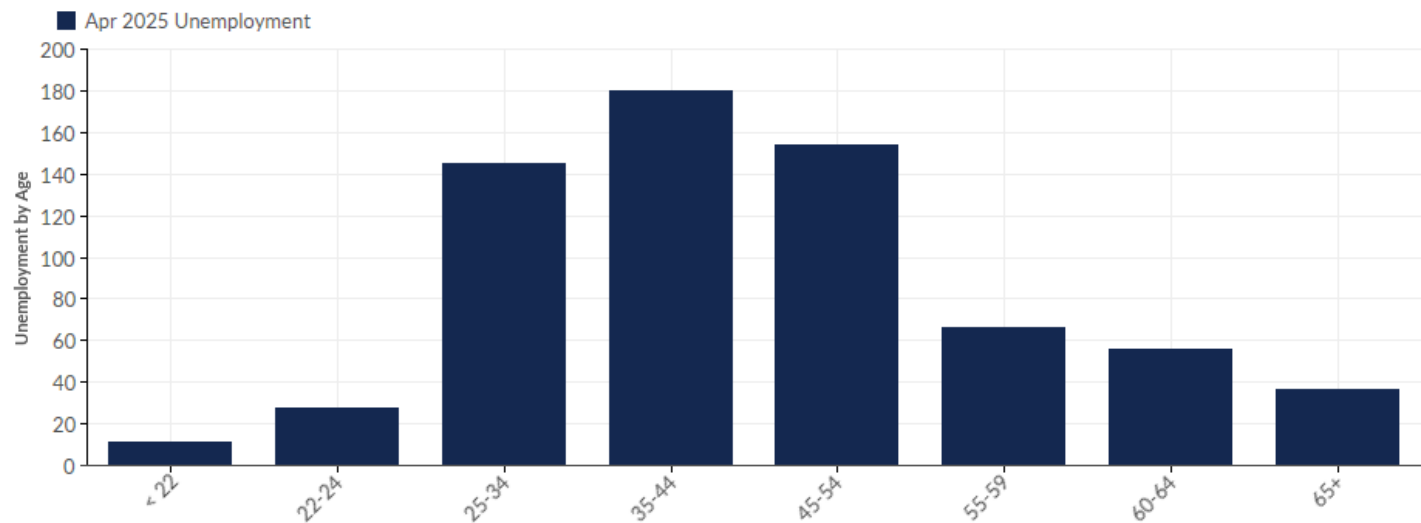
## Educational Attainment

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).



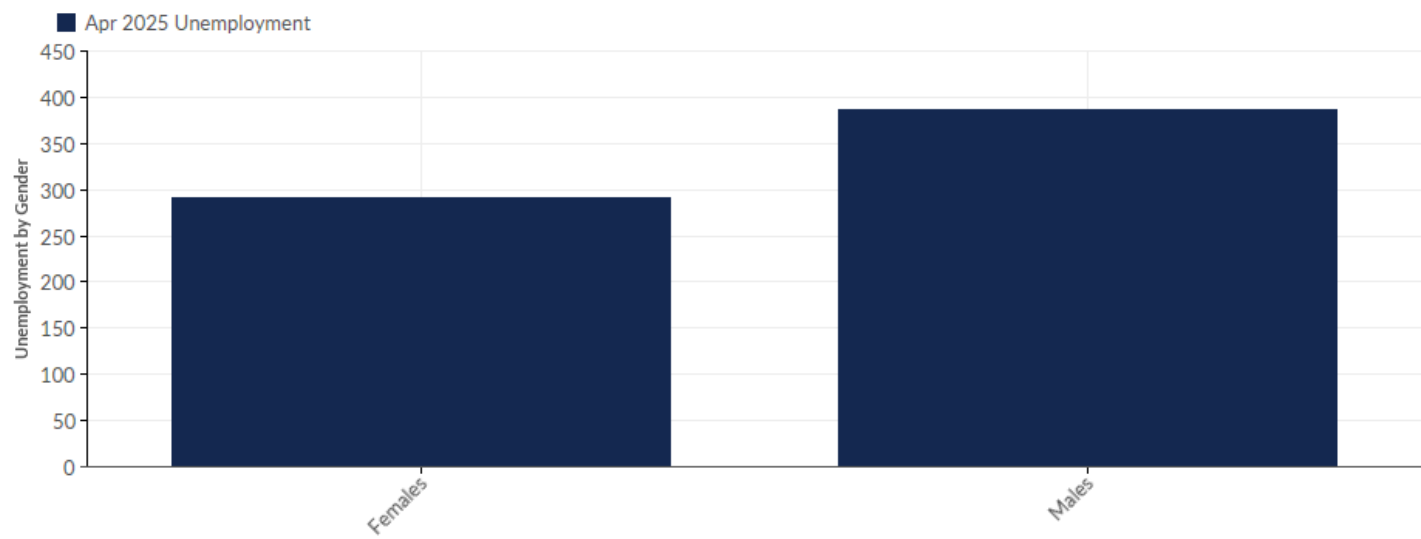
# Unemployment by Demographics

## Unemployment by Age



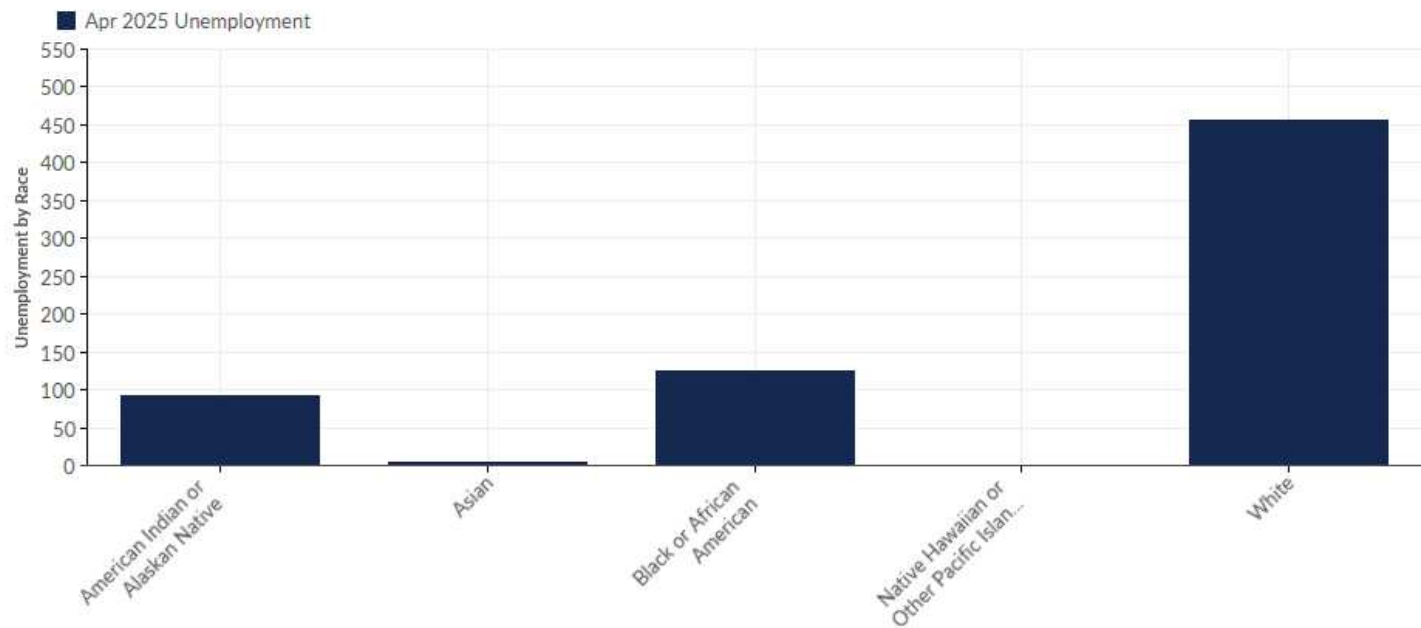
Age	Unemployment (Apr 2025)	% of Unemployed
< 22	11	1.62%
22-24	27	3.99%
25-34	145	21.42%
35-44	180	26.59%
45-54	154	22.75%
55-59	66	9.75%
60-64	56	8.27%
65+	37	5.47%
Total	677	100.00%

## Unemployment by Gender



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

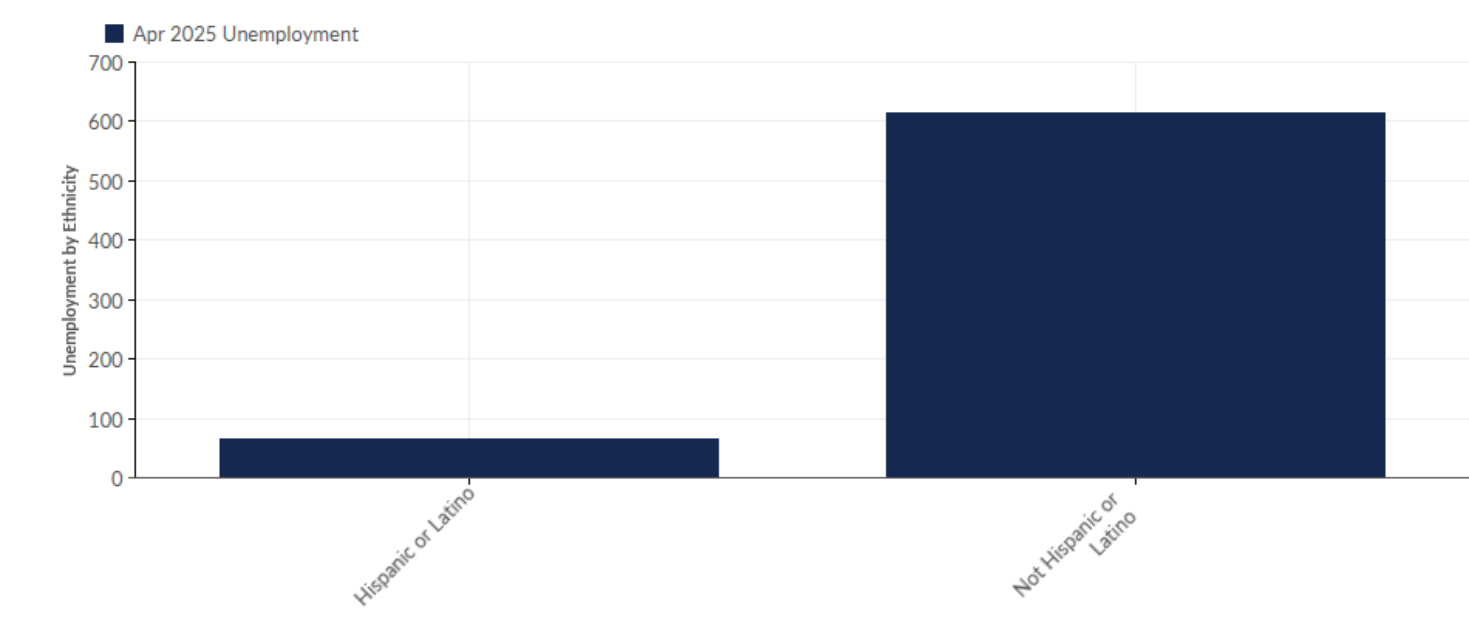
## Unemployment by Race



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

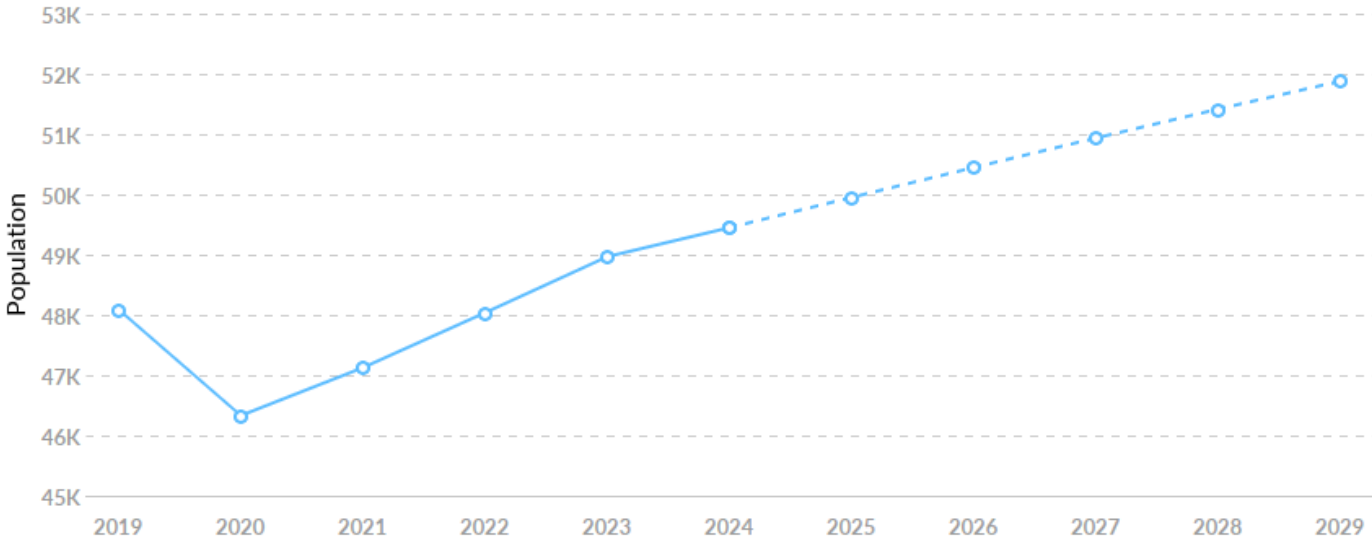


Ethnicity	Unemployment (Apr 2025)	% of Unemployed
Hispanic or Latino	64	9.45%
Not Hispanic or Latino	613	90.55%
Total	677	100.00%

# Historic & Projected Trends

## Population Trends

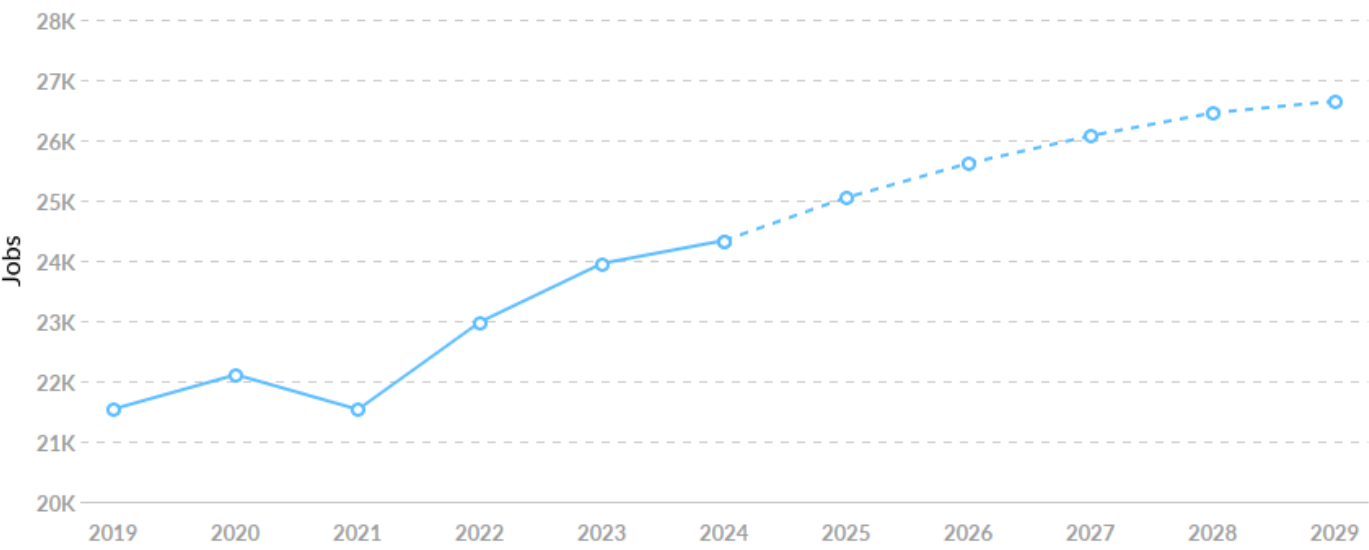
As of 2024 the region's population **increased by 2.8%** since 2019, growing by 1,360. Population is expected to **increase by 4.9%** between 2024 and 2029, adding 2,432.



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

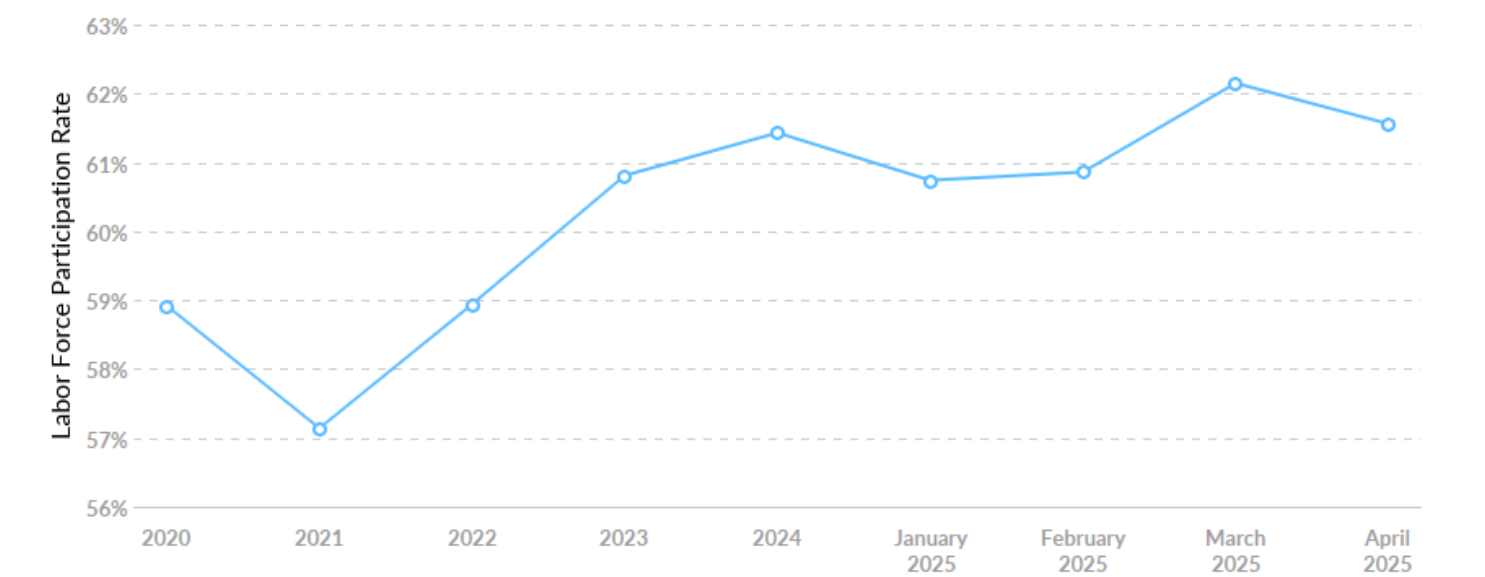
Job Trends

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

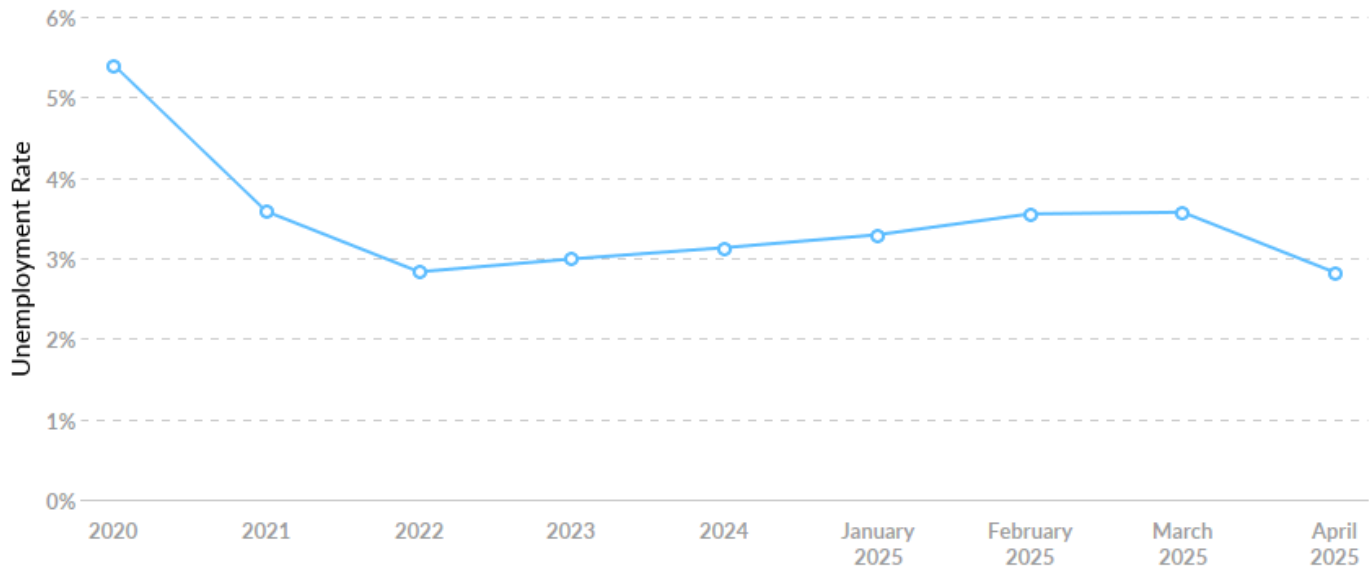
Labor Force Participation Rate Trends



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%

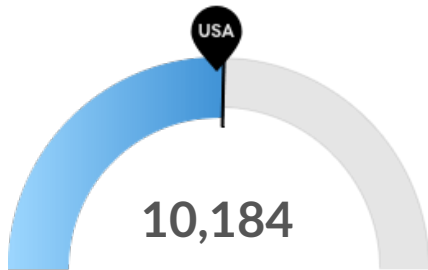
## Unemployment Rate Trends

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



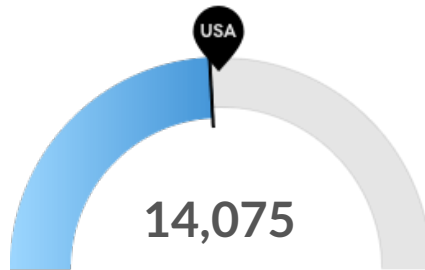
Timeframe	Unemployment Rate
2020	5.40%
2021	3.58%
2022	2.83%
2023	2.99%
2024	3.13%
January 2025	3.29%
February 2025	3.55%
March 2025	3.57%
April 2025	2.82%

## Population Characteristics



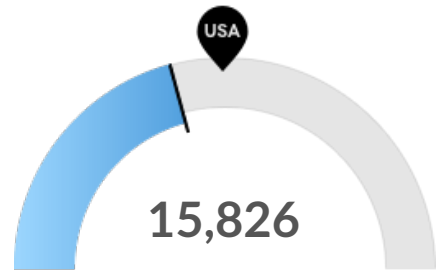
**Millennials**

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



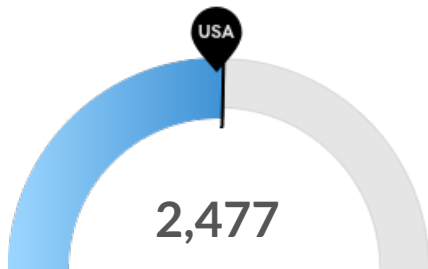
**Retiring Soon**

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.



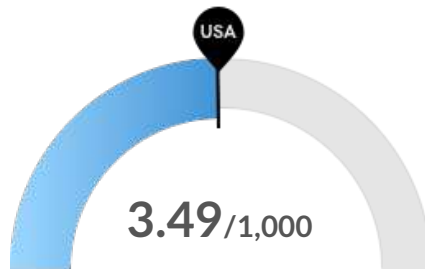
**Racial Diversity**

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.



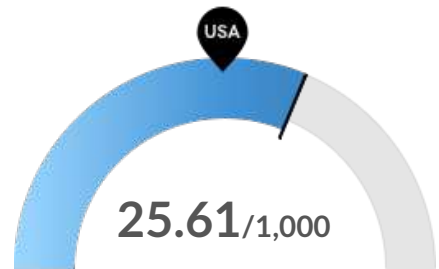
**Veterans**

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.

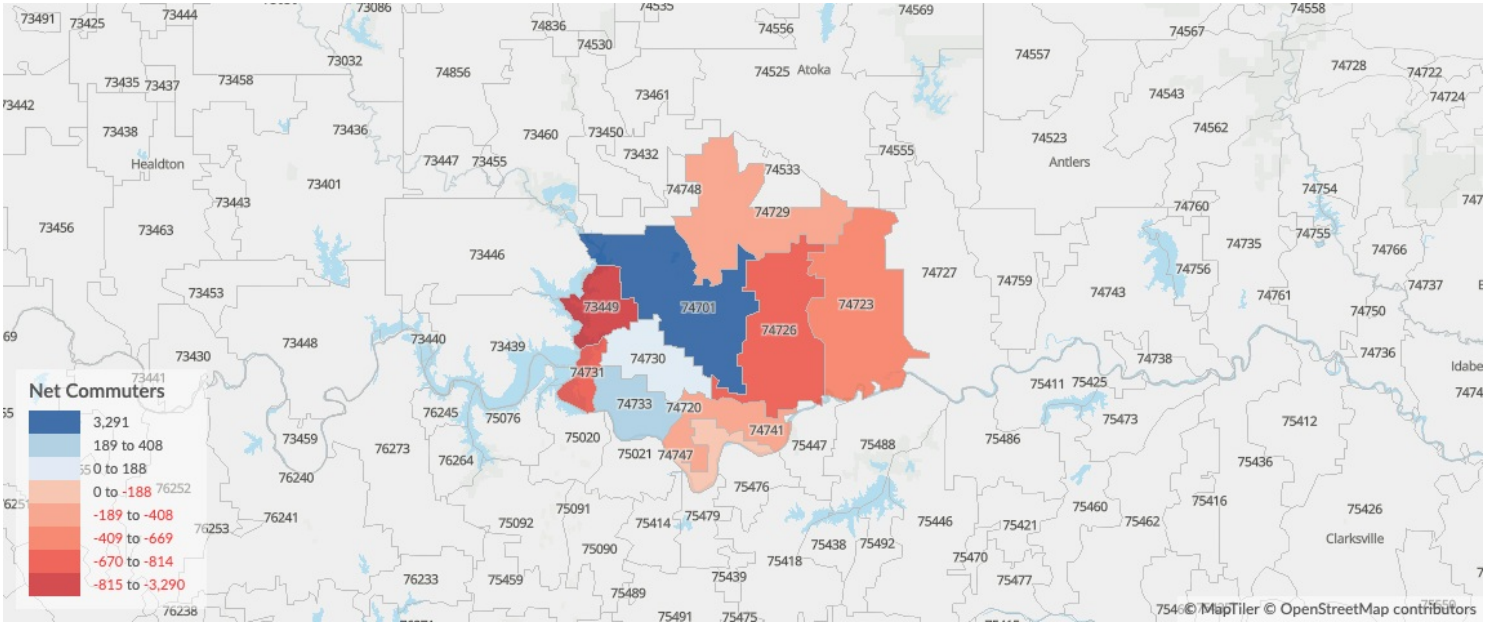


**Property Crime**

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

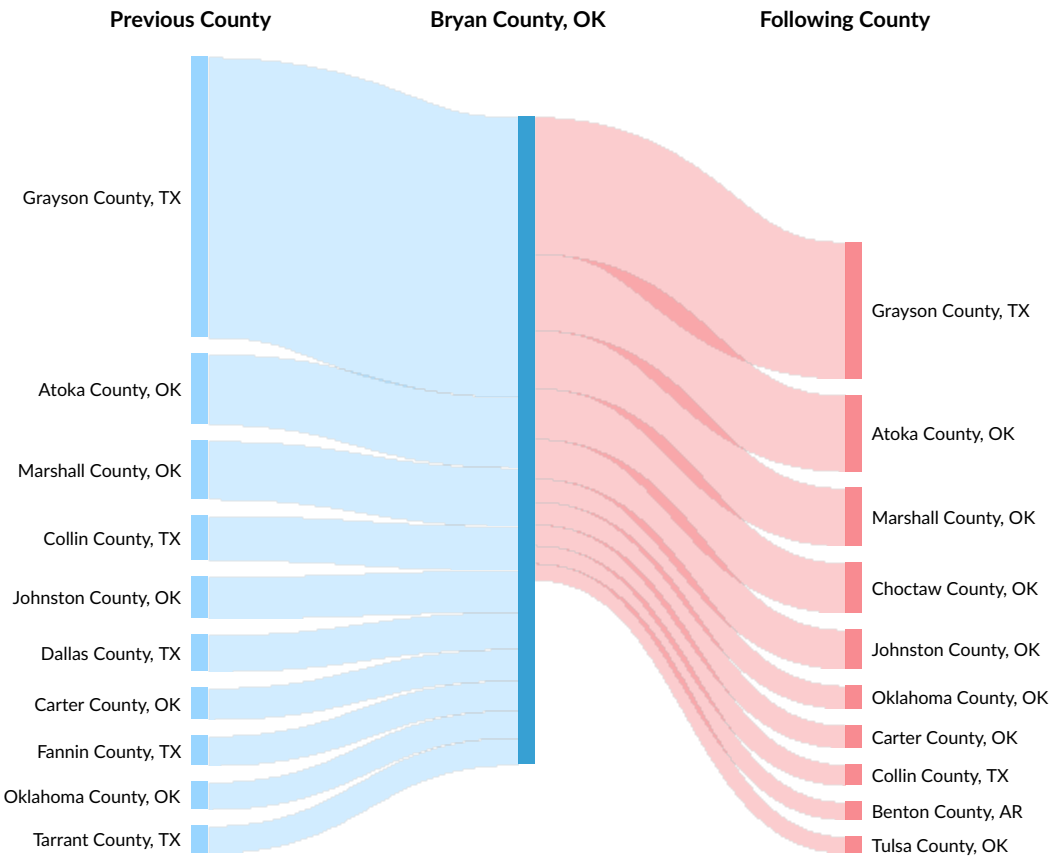
Where Talent Lives

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.



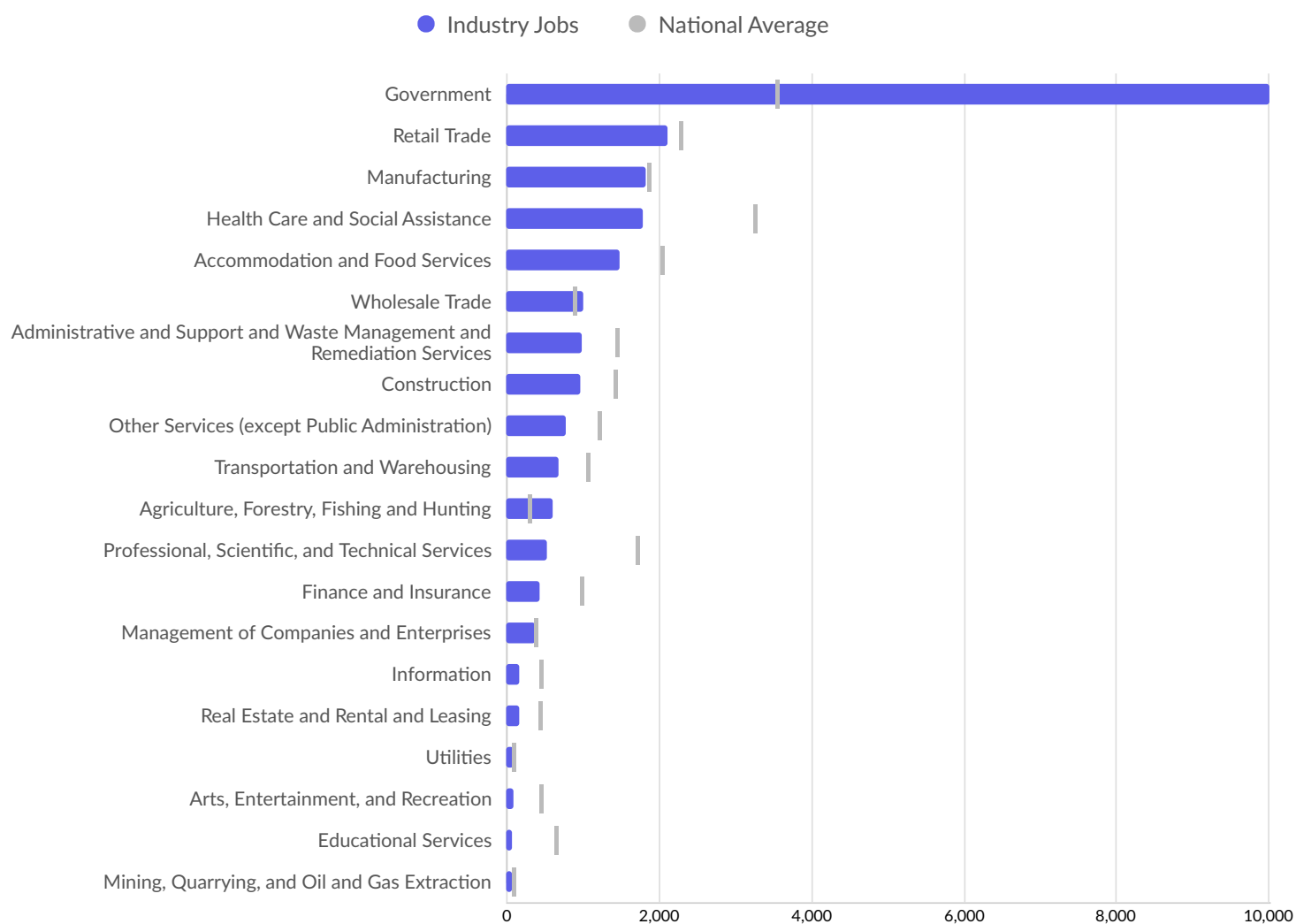
Top Previous Counties	Migrations
Grayson County, TX	526
Atoka County, OK	133
Marshall County, OK	109
Collin County, TX	83
Johnston County, OK	79
Dallas County, TX	69



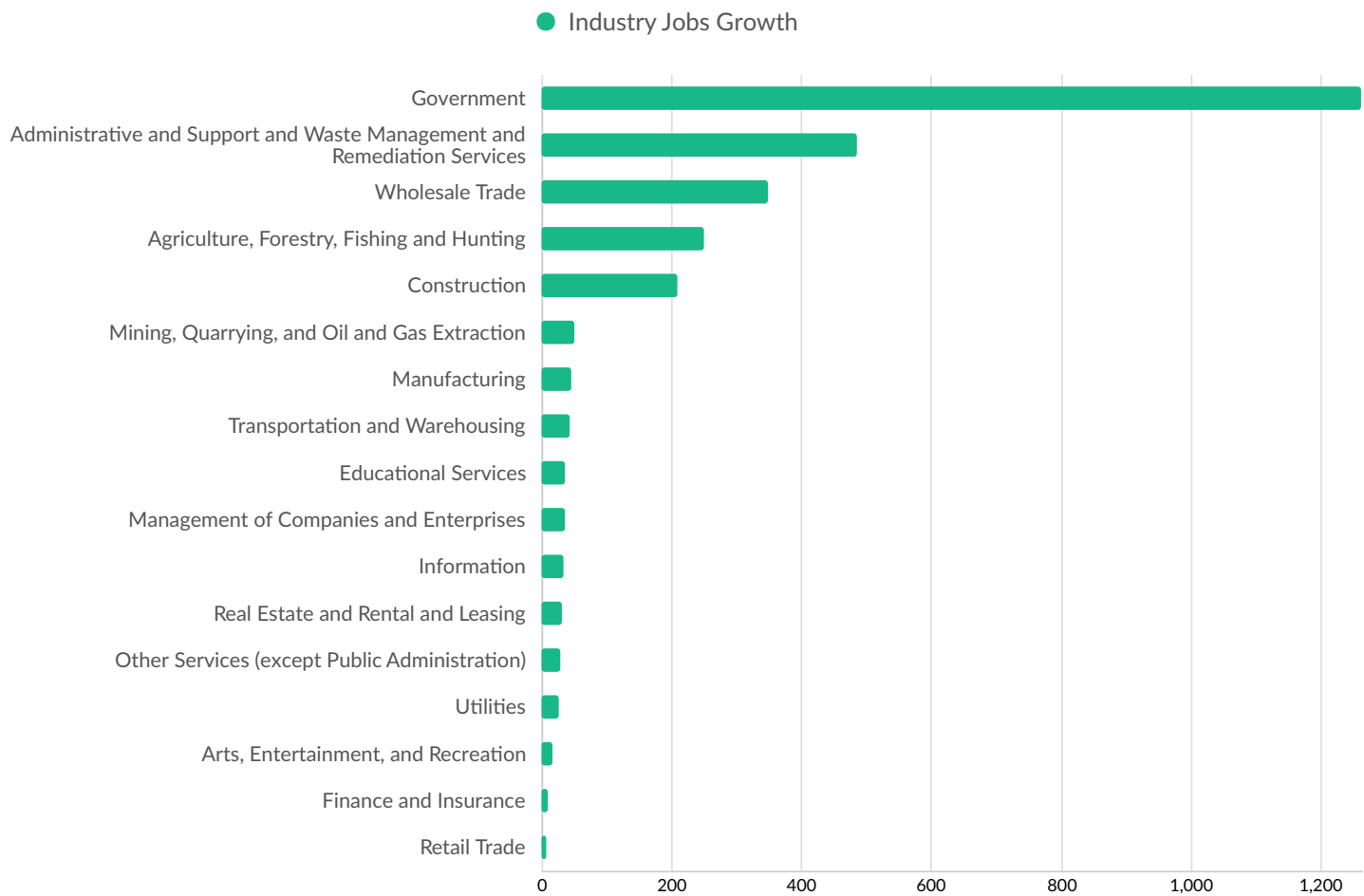
Top Previous Counties	Migrations
Carter County, OK	59
Fannin County, TX	56
Oklahoma County, OK	51
Tarrant County, TX	51
Choctaw County, OK	47
Denton County, TX	44
Tulsa County, OK	42
Jewell County, KS	33
Pittsburg County, OK	30
Top Following Counties	Migrations
Grayson County, TX	257
Atoka County, OK	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

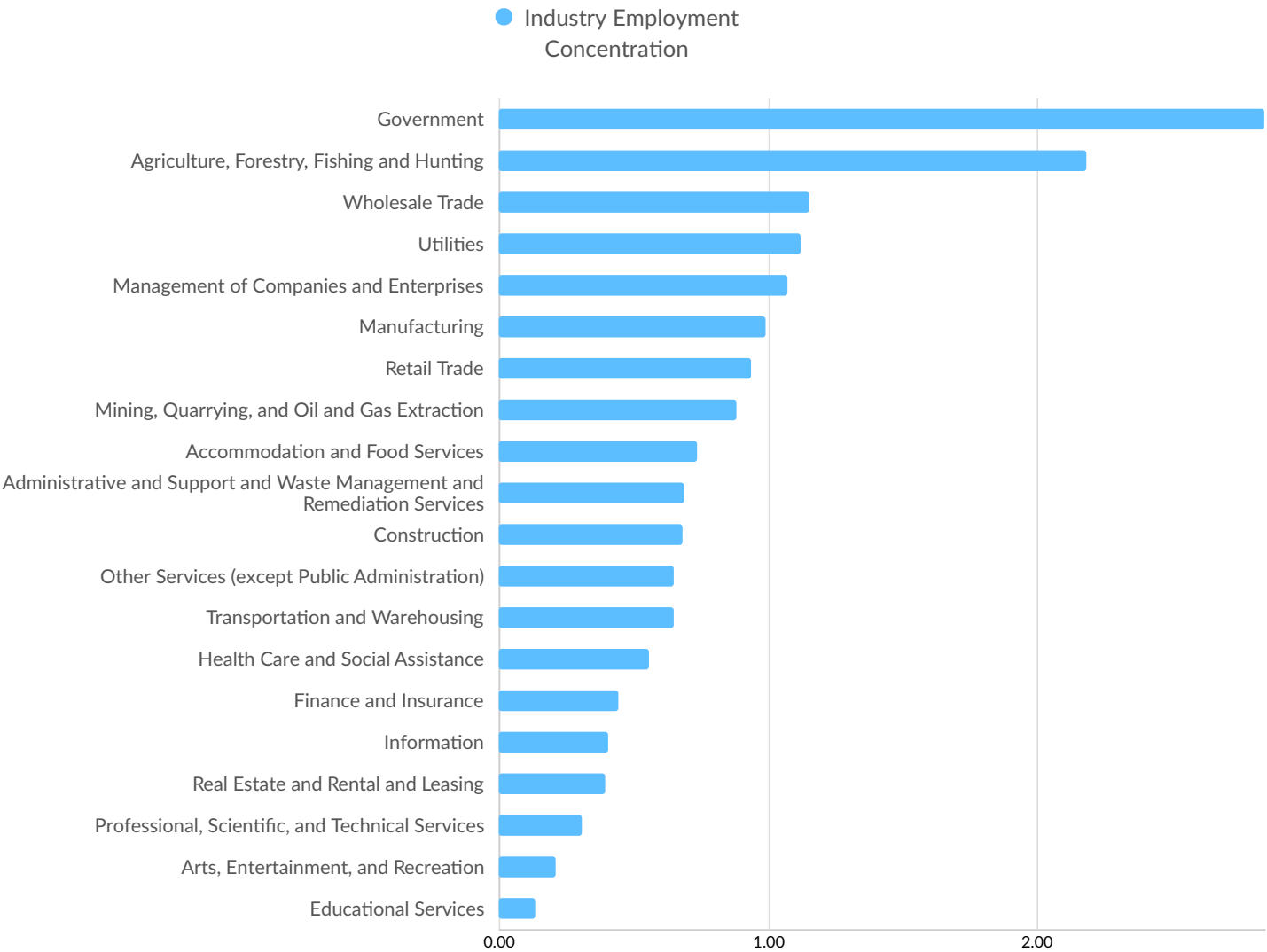
## Largest Industries



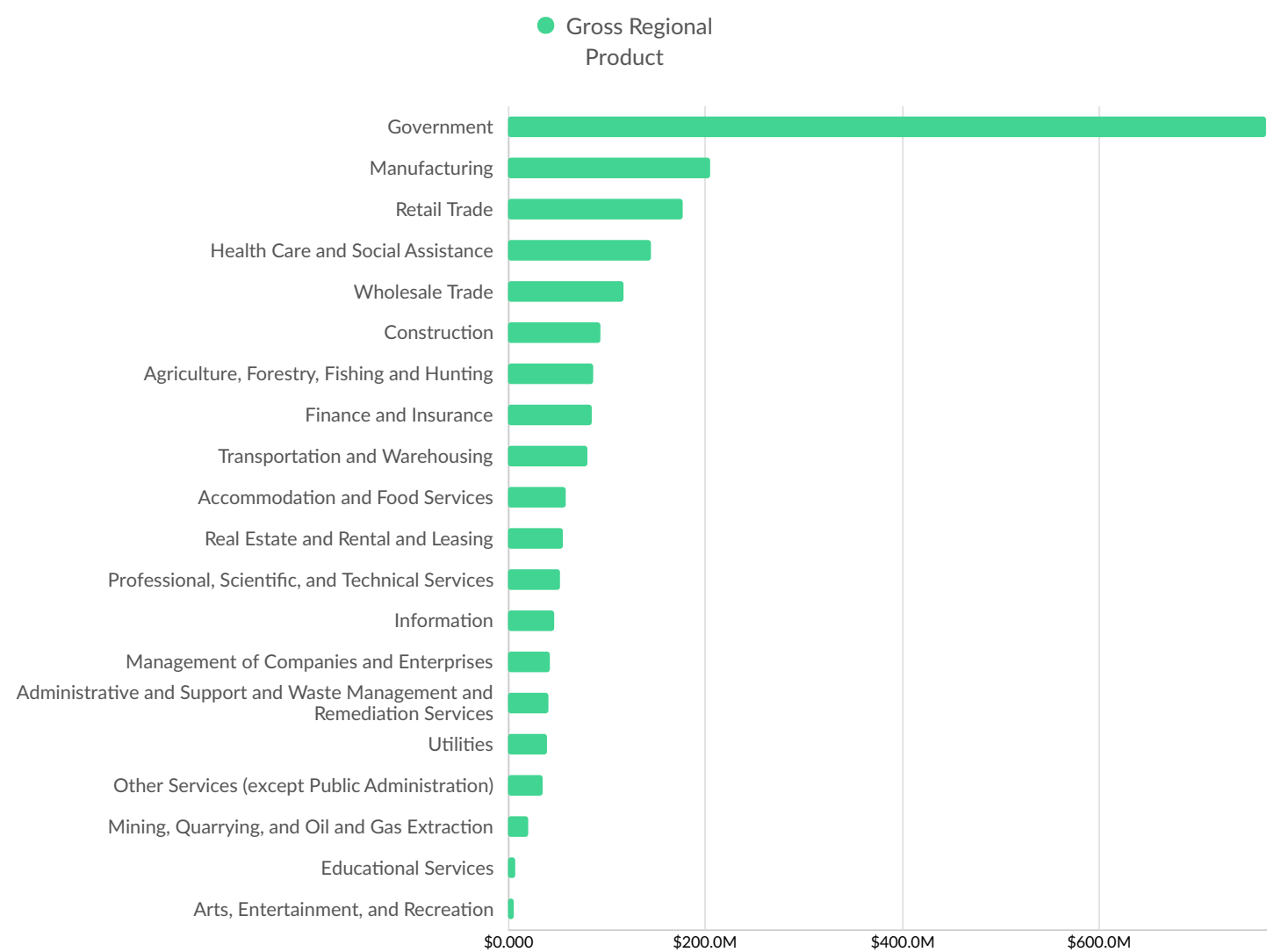
## Top Growing Industries



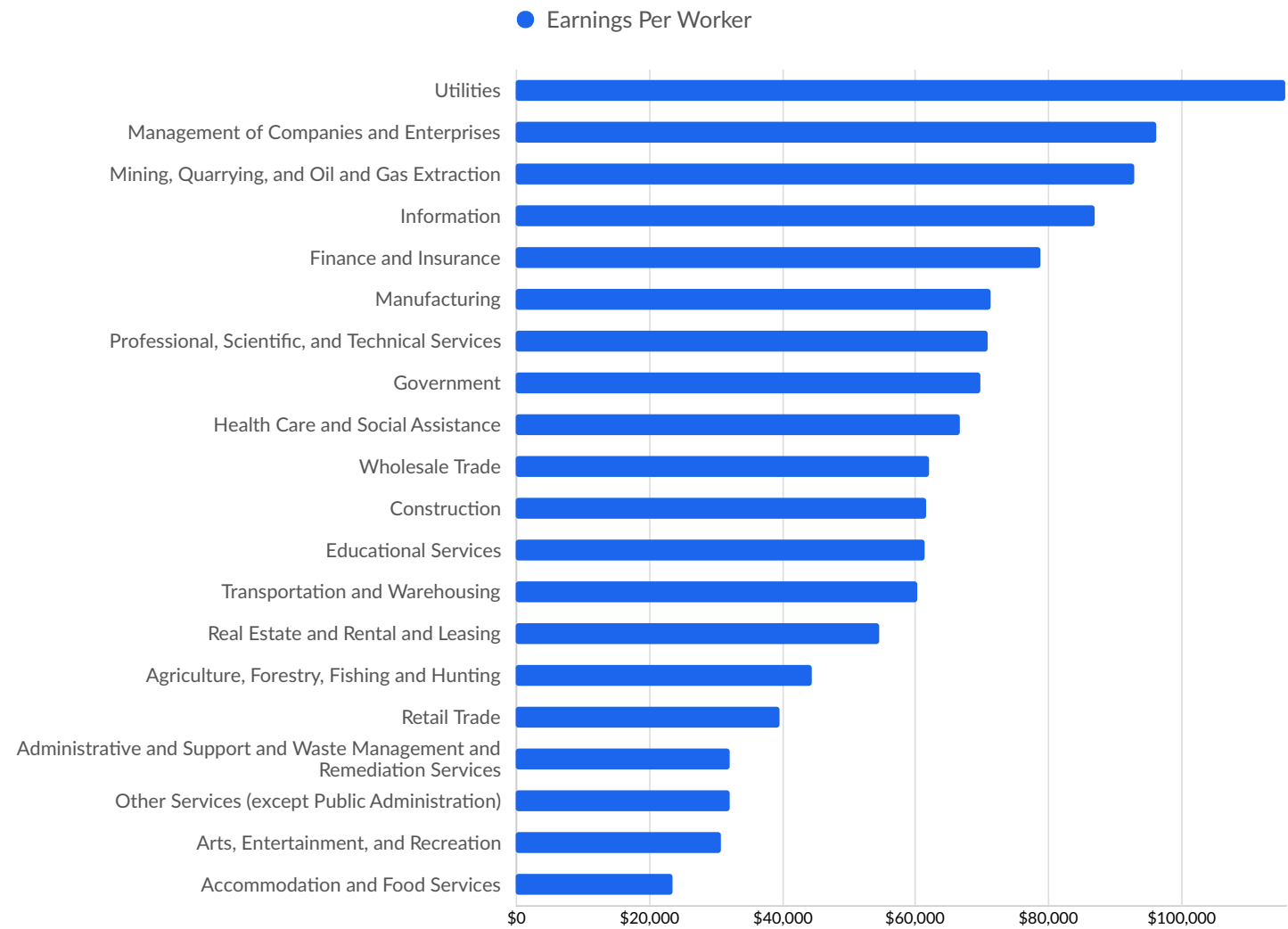
## Top Industry Employment Concentration



## Top Industry GRP



## Top Industry Earnings



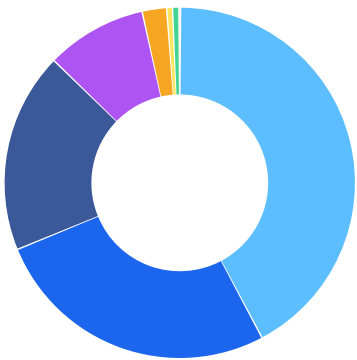
# Business Characteristics

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

## Business Size



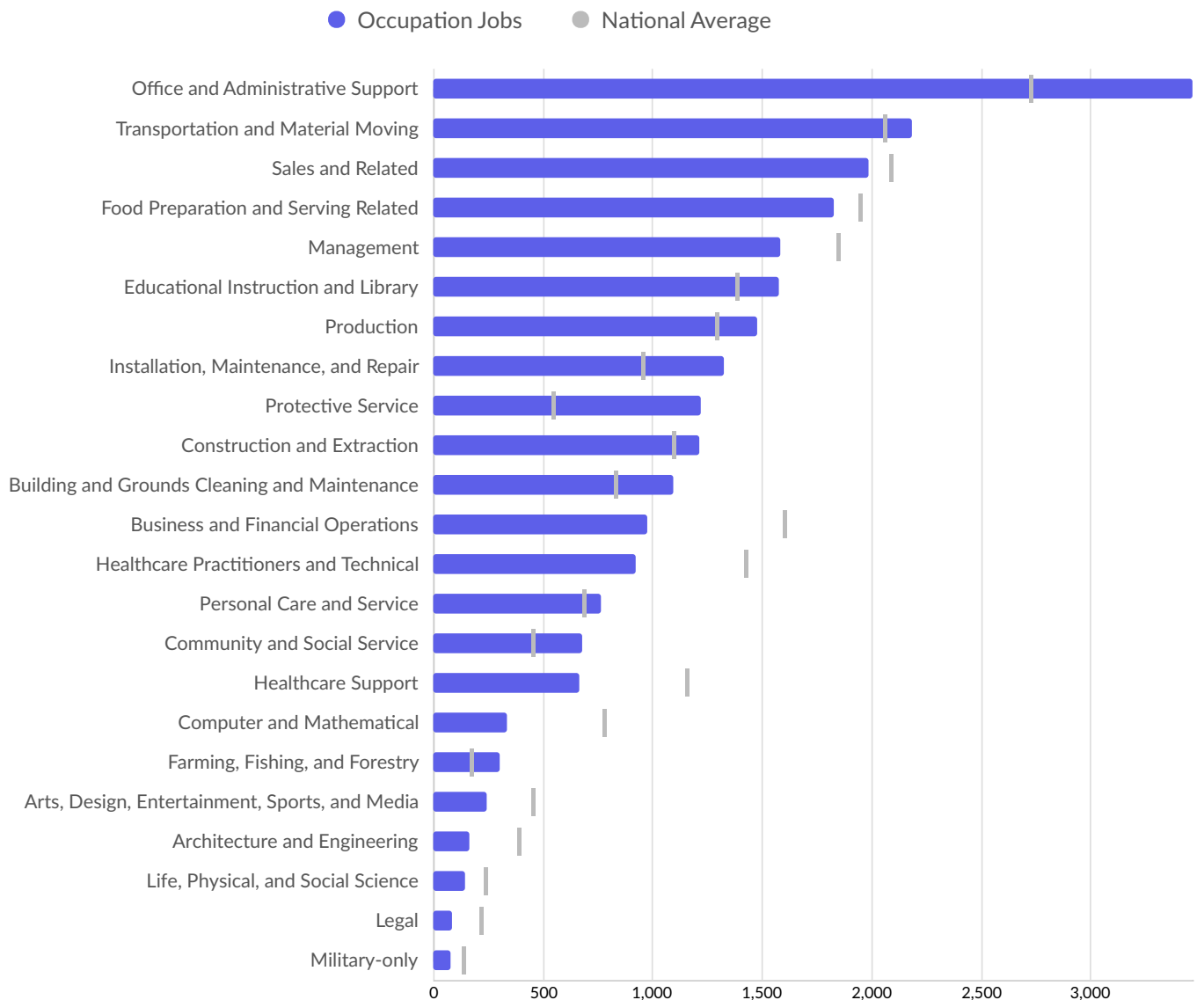
	Percentage	Business Count
1 to 4 employees	42.2%	863
5 to 9 employees	26.6%	544
10 to 19 employees	18.5%	378
20 to 49 employees	9.3%	190
50 to 99 employees	2.2%	46
100 to 249 employees	0.5%	11
250 to 499 employees	0.6%	12
500+ employees	0.1%	3

*\*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

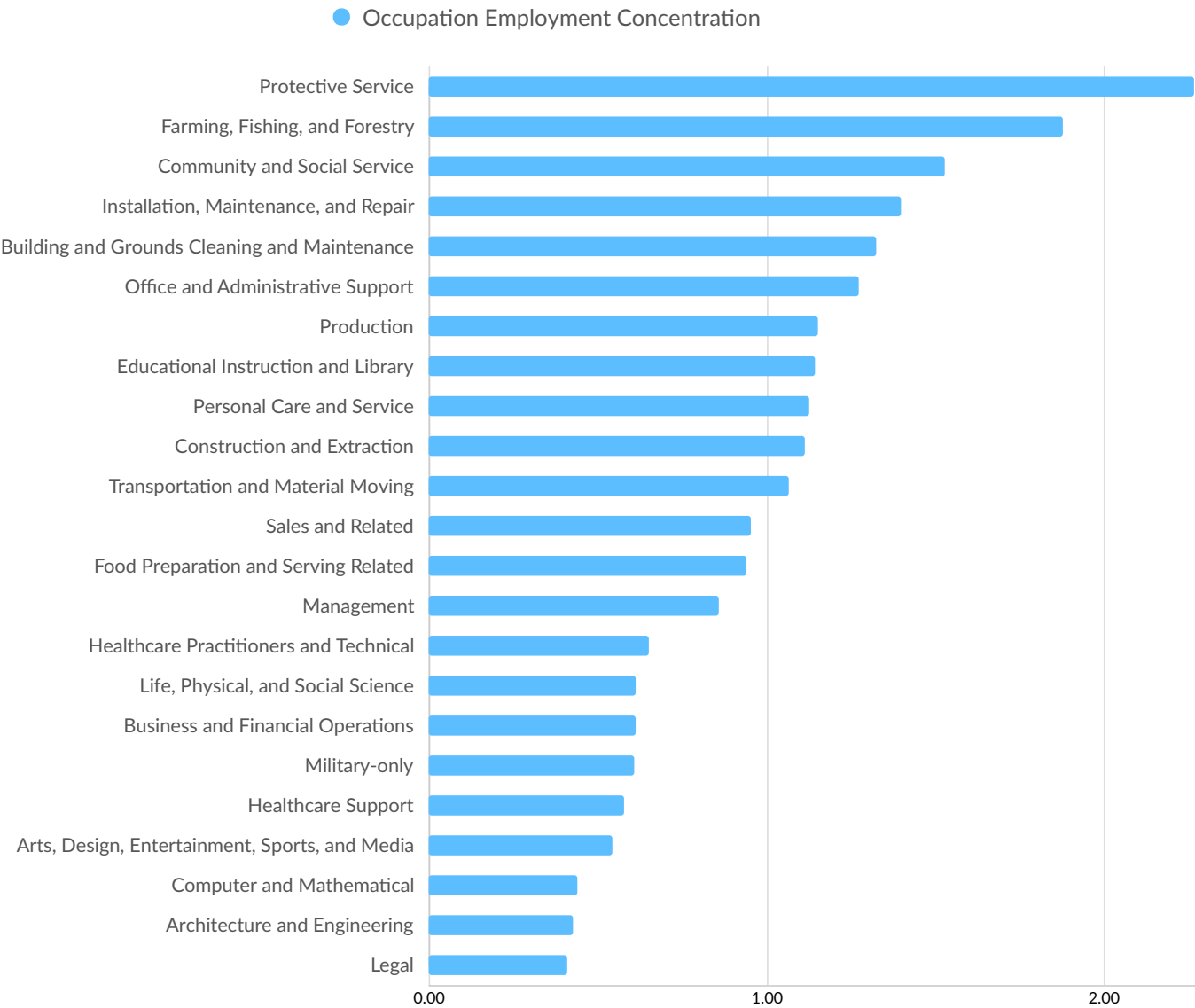
## Largest Occupations



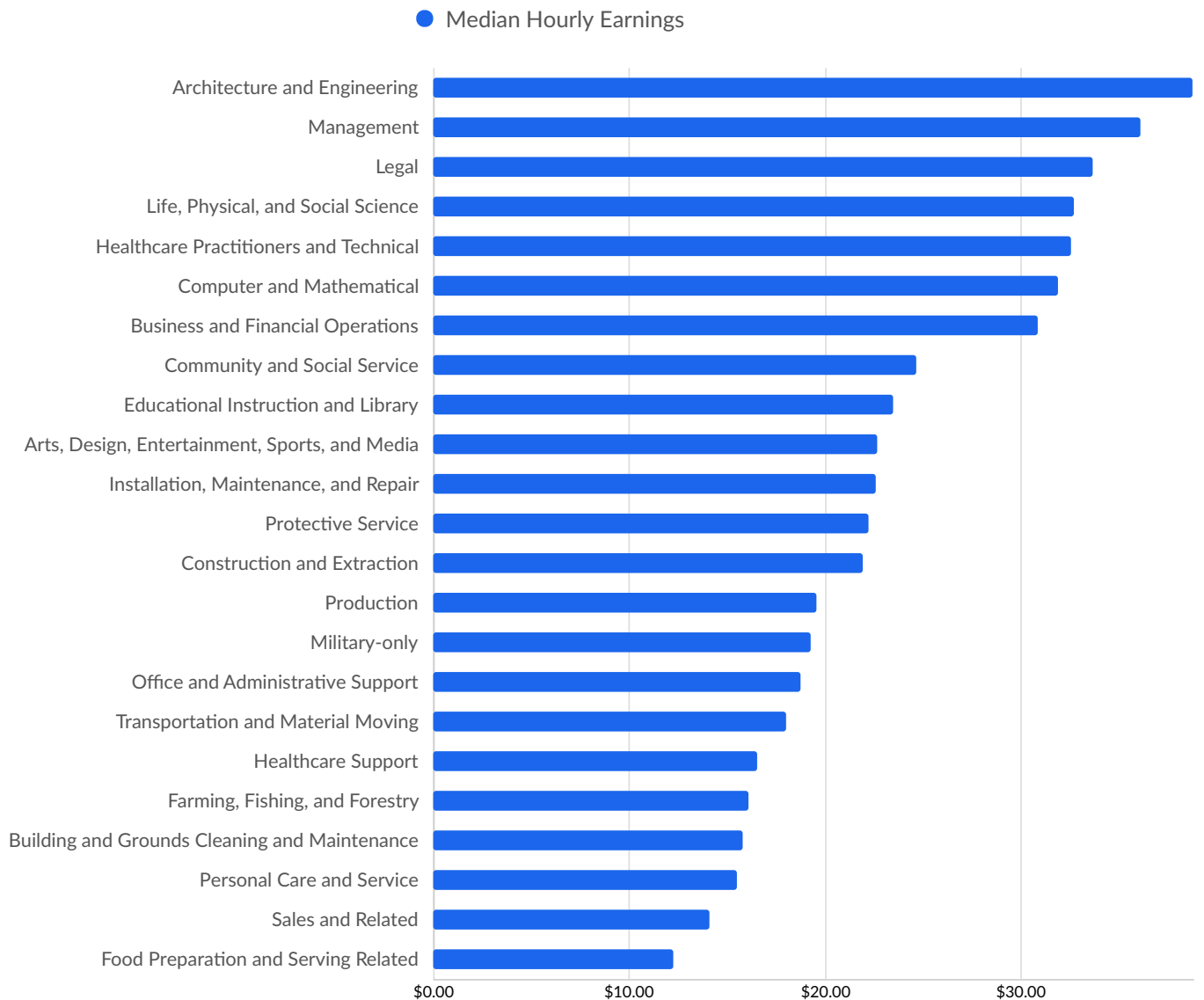
## Top Growing Occupations



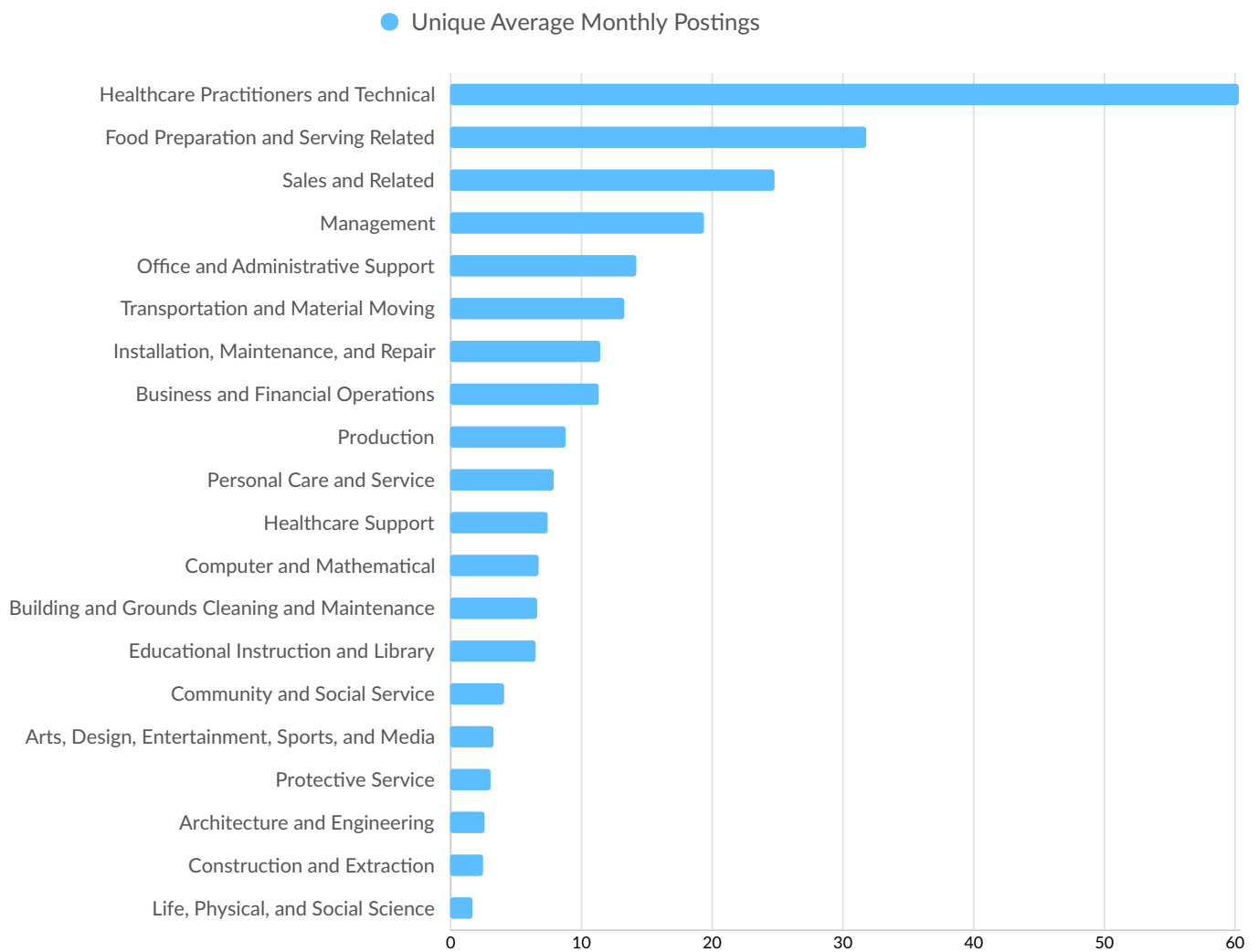
## Top Occupation Employment Concentration



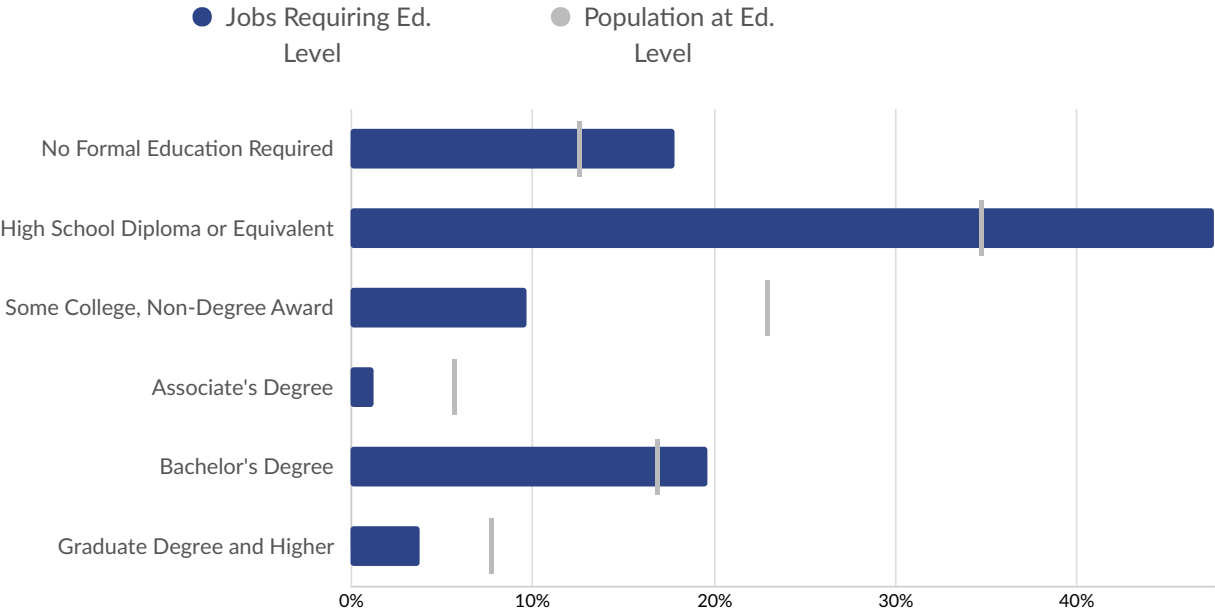
## Top Occupation Earnings



## 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).

School	Total Graduates (2023)	Graduate Trend (2019 - 2023)
Southeastern Oklahoma State University	1,745 <div><div></div></div>	<div></div>
Durant Institute of Hair Design	37 <div></div>	<div></div>
Southern School of Beauty Inc	18 <div></div>	<div></div>

- Certificate

Associate's

Bachelor's

Master's or Higher

# In-Demand Skills

