



Bryan County, OK

Choctaw Nation Economic Development Partnership



Choctaw Nation

Business & Economic Development

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Contents

| | |
|--------------------------------------|----|
| Report Parameters | 1 |
| Economy Overview | 2 |
| Unemployment by Demographics | 4 |
| Historic & Projected Trends | 8 |
| Population Characteristics | 12 |
| Inbound and Outbound Migration | 14 |
| Industry Characteristics | 16 |
| Business Characteristics | 21 |
| Workforce Characteristics | 23 |
| Educational Pipeline | 29 |
| In-Demand Skills | 30 |

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

50,856

Population (2025)

Population **grew by 4,528** over the last 5 years and is projected to **grow by 2,951** over the next 5 years.

24,888

Total Regional Employment

Jobs **grew by 2,781** over the last 5 years and are projected to **grow by 2,164** over the next 5 years.

\$54.3K

Median Household Income (2023)

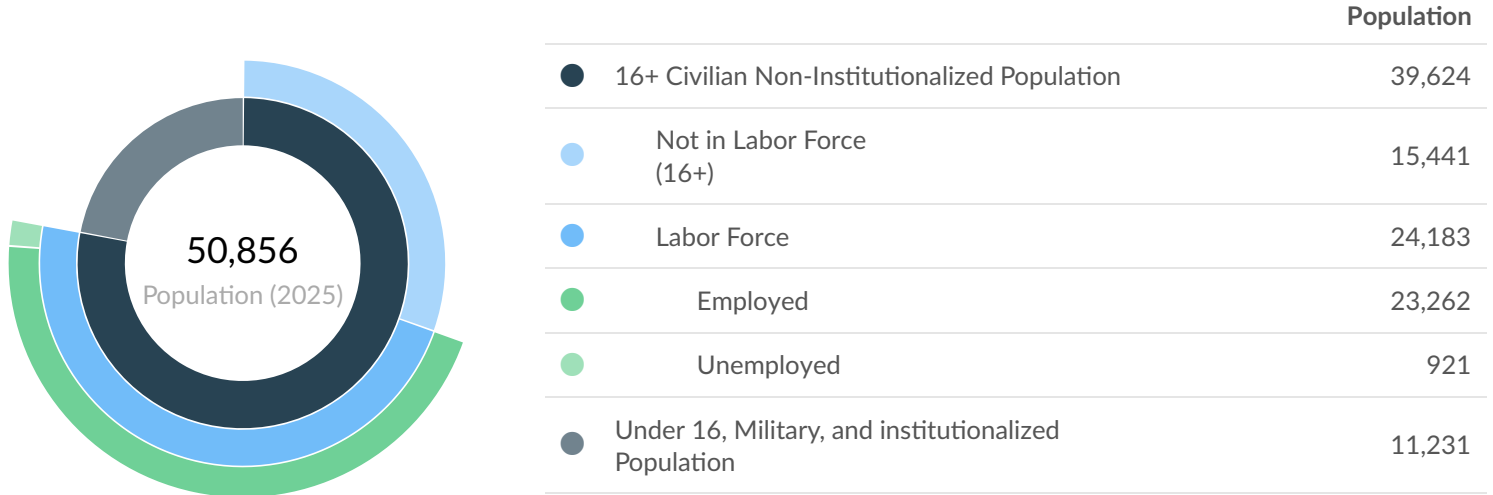
Median household income is **\$24.3K below** the national median household income of \$78.5K.

Takeaways

- As of 2025 the region's population **increased by 9.8%** since 2020, growing by 4,528. Population is expected to **increase by 5.8%** between 2025 and 2030, adding 2,951.
- From 2020 to 2025, jobs **increased by 12.6%** in Bryan County, OK from 22,107 to **24,888**. This change **outpaced the national growth rate of 10.6% by 2.0%**. As the number of jobs increased, the **labor force participation rate increased from 57.2% to 61.0% between 2020 and 2025**.
- Concerning educational attainment, **17.1% of Bryan County, OK residents possess a Bachelor's Degree** (4.8% below the national average), and **5.5% hold an Associate's Degree** (3.4% below the national average).
- The top three industries in 2025 are Local Government, Excluding Education and Hospitals, Education and Hospitals (Local Government), and Restaurants and Other Eating Places.

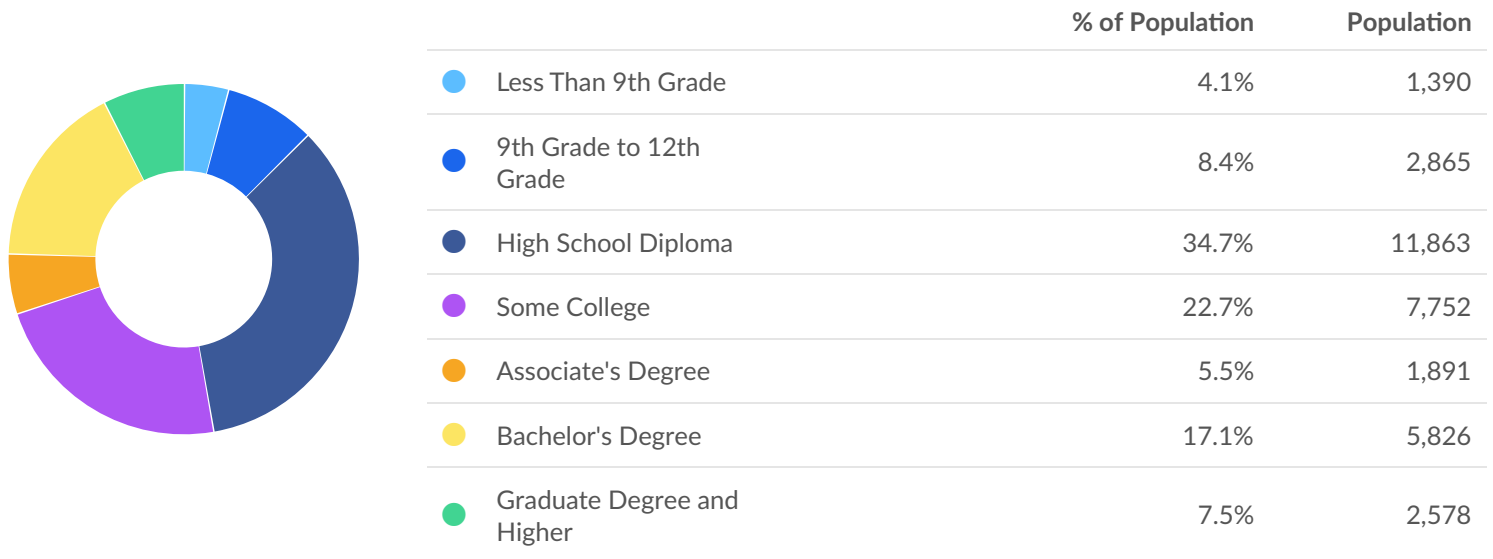
| | Population (2025) | Labor Force (Dec 2025) | Jobs (2025) | Cost of Living | GRP | Imports | Exports |
|--------|-------------------|------------------------|-------------|----------------|-----------|-----------|-----------|
| Region | 50,856 | 24,183 | 24,888 | 91.7 | \$2.45B | \$4.31B | \$3.93B |
| State | 4,122,977 | 2,002,981 | 1,964,442 | 93.3 | \$270.50B | \$266.82B | \$321.02B |

Dec 2025 Labor Force Breakdown



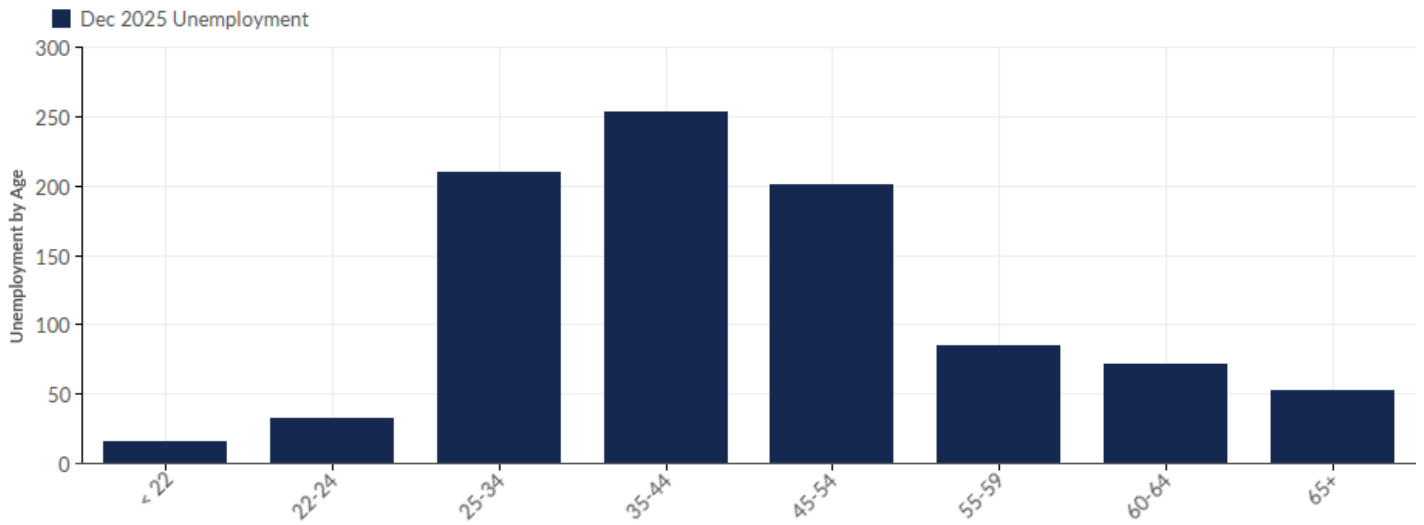
Educational Attainment

Concerning educational attainment, **17.1% of Bryan County, OK residents possess a Bachelor's Degree** (4.8% below the national average), and **5.5% hold an Associate's Degree** (3.4% below the national average).



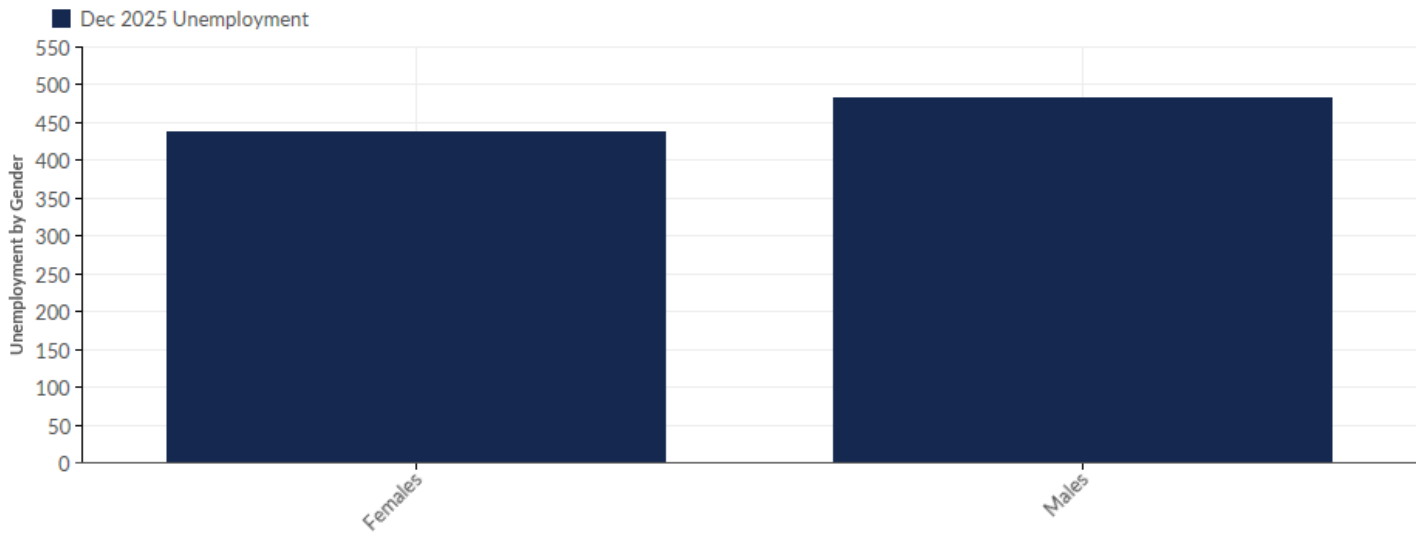
Unemployment by Demographics

Unemployment by Age



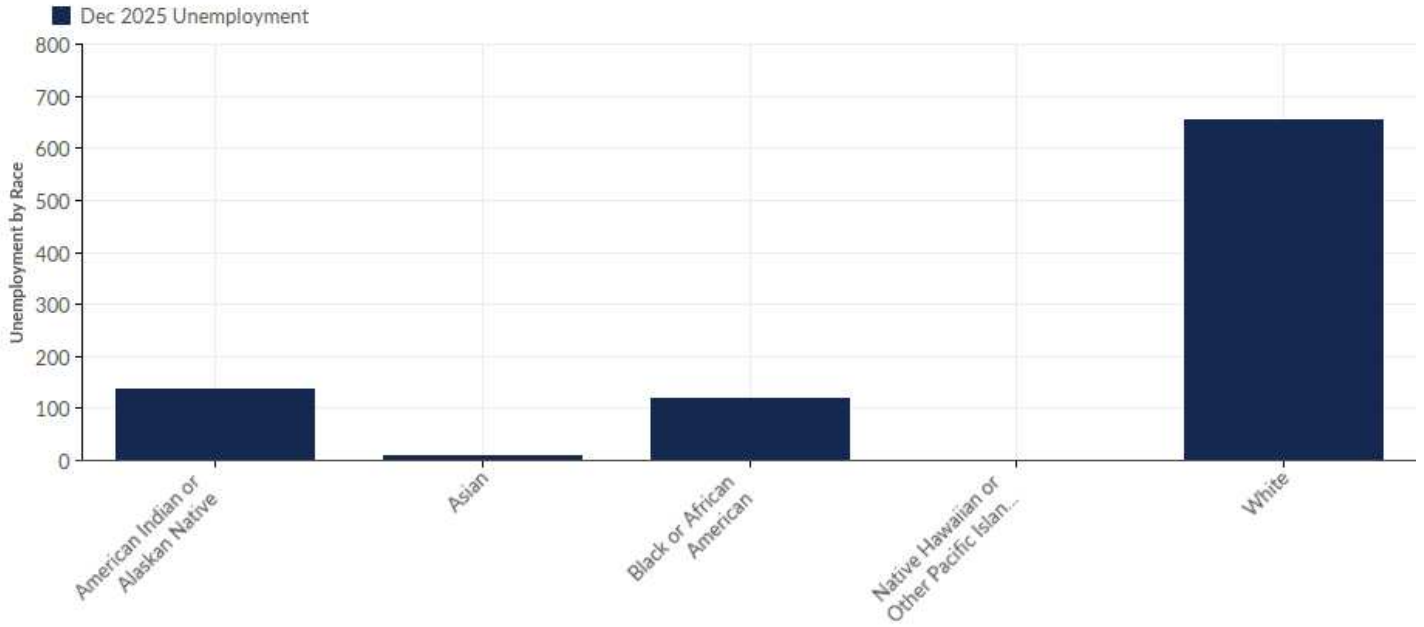
| Age | Unemployment (Dec 2025) | % of Unemployed |
|--------------|-------------------------|-----------------|
| < 22 | 16 | 1.74% |
| 22-24 | 33 | 3.58% |
| 25-34 | 210 | 22.80% |
| 35-44 | 254 | 27.58% |
| 45-54 | 201 | 21.82% |
| 55-59 | 85 | 9.23% |
| 60-64 | 71 | 7.71% |
| 65+ | 53 | 5.75% |
| Total | 921 | 100.00% |

Unemployment by Gender



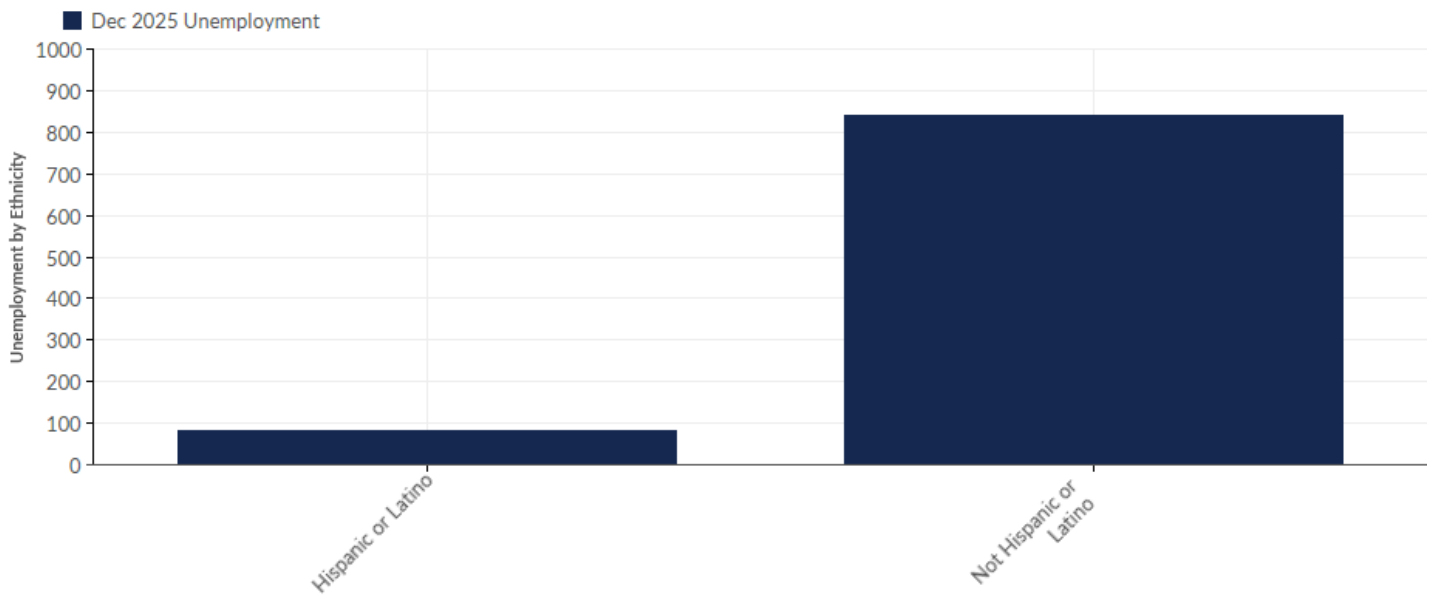
| Gender | Unemployment (Dec 2025) | % of Unemployed |
|---------|-------------------------|-----------------|
| Females | 438 | 47.56% |
| Males | 483 | 52.44% |
| Total | 921 | 100.00% |

Unemployment by Race



| Race | Unemployment (Dec 2025) | % of Unemployed |
|---|-------------------------|-----------------|
| American Indian or Alaskan Native | 137 | 14.88% |
| Asian | 8 | 0.87% |
| Black or African American | 119 | 12.92% |
| Native Hawaiian or Other Pacific Islander | 1 | 0.11% |
| White | 655 | 71.12% |
| Total | 921 | 100.00% |

Unemployment by Ethnicity

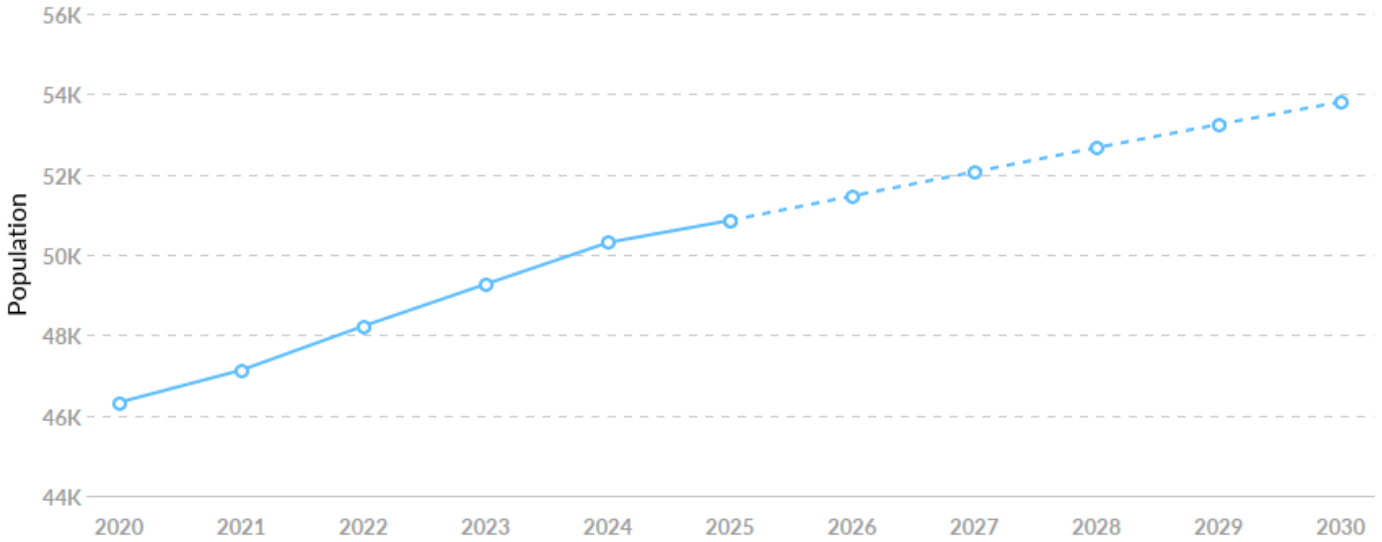


| Ethnicity | Unemployment (Dec 2025) | % of Unemployed |
|------------------------|-------------------------|-----------------|
| Hispanic or Latino | 82 | 8.90% |
| Not Hispanic or Latino | 839 | 91.10% |
| Total | 921 | 100.00% |

Historic & Projected Trends

Population Trends

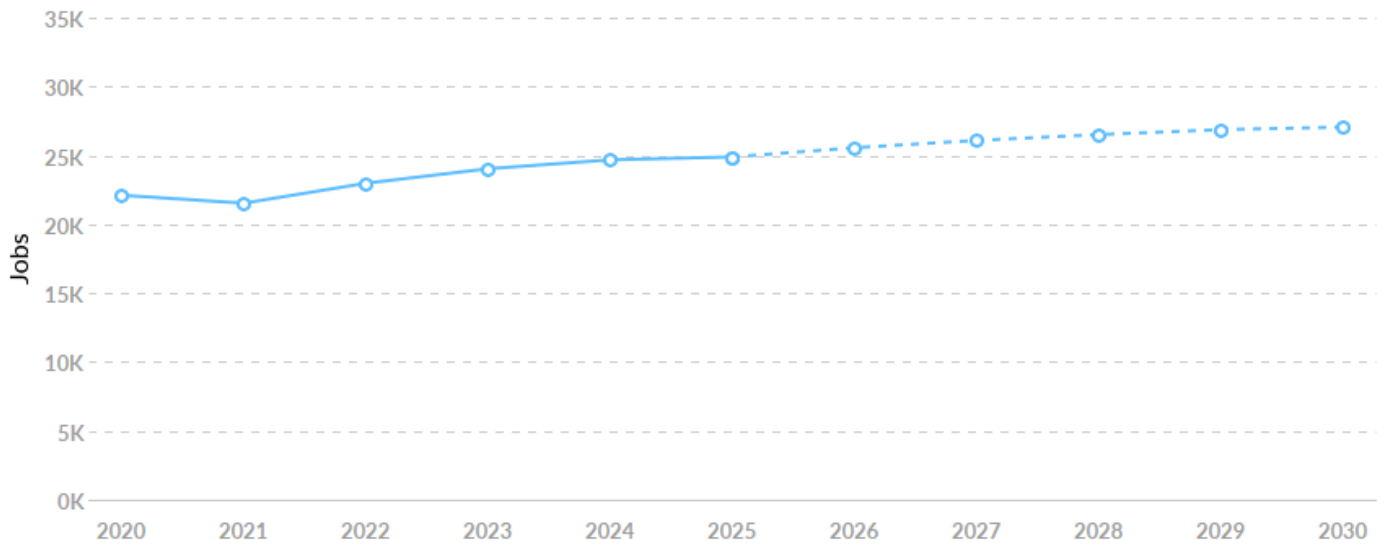
As of 2025 the region's population increased by 9.8% since 2020, growing by 4,528. Population is expected to increase by 5.8% between 2025 and 2030, adding 2,951.



| Timeframe | Population |
|-----------|------------|
| 2020 | 46,328 |
| 2021 | 47,130 |
| 2022 | 48,229 |
| 2023 | 49,271 |
| 2024 | 50,305 |
| 2025 | 50,856 |
| 2026 | 51,464 |
| 2027 | 52,065 |
| 2028 | 52,667 |
| 2029 | 53,247 |
| 2030 | 53,807 |

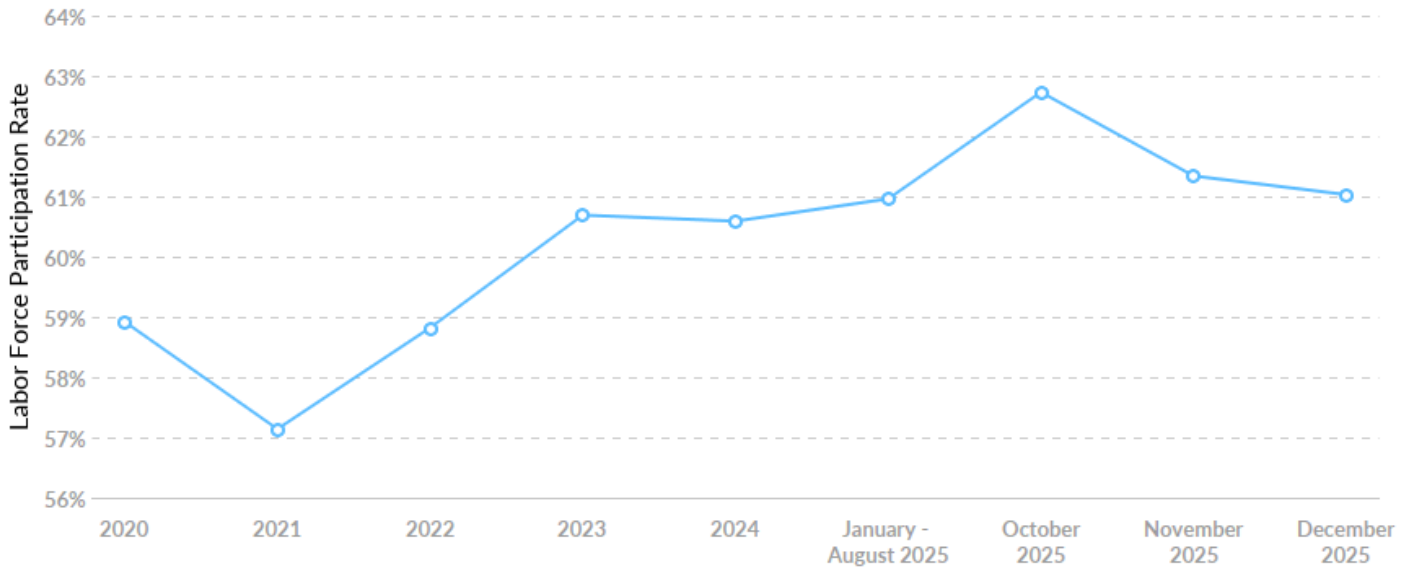
Job Trends

From 2020 to 2025, jobs increased by **12.6%** in Bryan County, OK from 22,107 to **24,888**. This change **outpaced the national growth rate of 10.6%** by **2.0%**.



| Timeframe | Jobs |
|-----------|--------|
| 2020 | 22,107 |
| 2021 | 21,530 |
| 2022 | 22,979 |
| 2023 | 24,031 |
| 2024 | 24,676 |
| 2025 | 24,888 |
| 2026 | 25,556 |
| 2027 | 26,088 |
| 2028 | 26,511 |
| 2029 | 26,868 |
| 2030 | 27,052 |

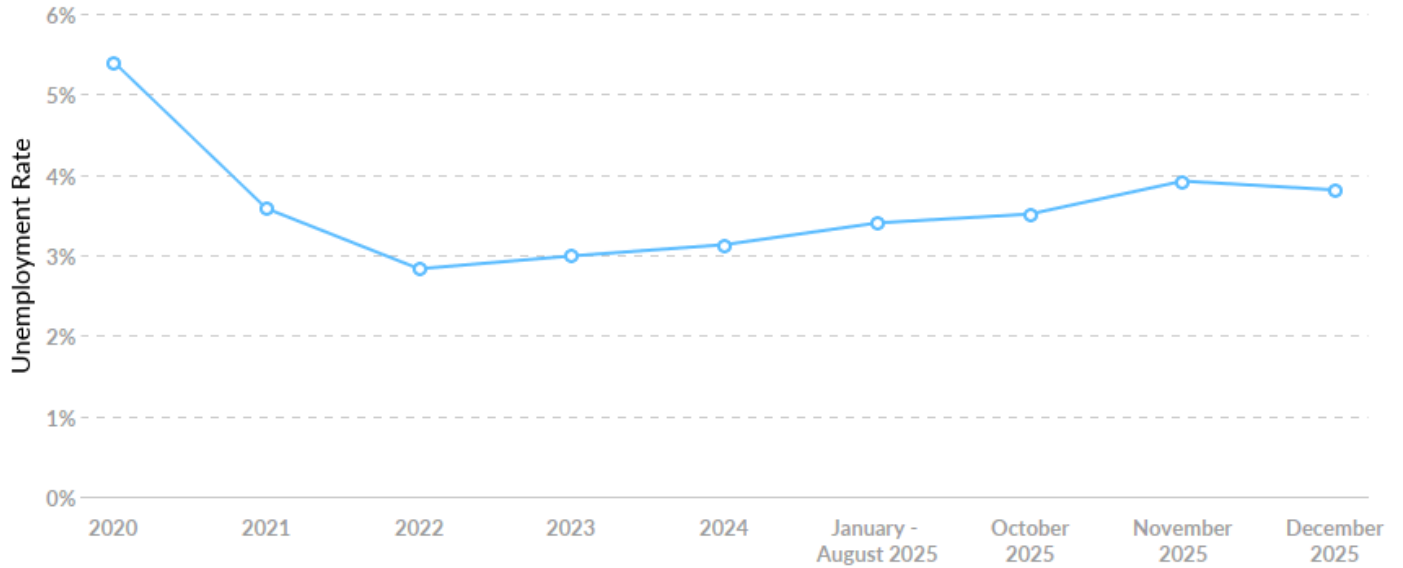
Labor Force Participation Rate Trends



| Timeframe | Labor Force Participation Rate |
|-----------------------|--------------------------------|
| 2020 | 58.92% |
| 2021 | 57.14% |
| 2022 | 58.82% |
| 2023 | 60.69% |
| 2024 | 60.59% |
| January - August 2025 | 60.96% |
| October 2025 | 62.73% |
| November 2025 | 61.34% |
| December 2025 | 61.03% |

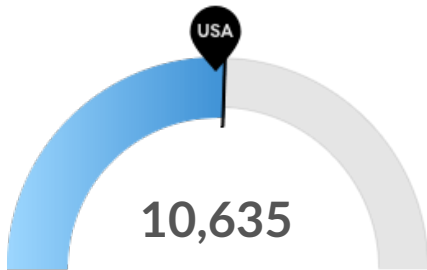
Unemployment Rate Trends

Bryan County, OK had a December 2025 unemployment rate of 3.81%, **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 - August 2025 | 3.40% |
| October 2025 | 3.51% |
| November 2025 | 3.92% |
| December 2025 | 3.81% |

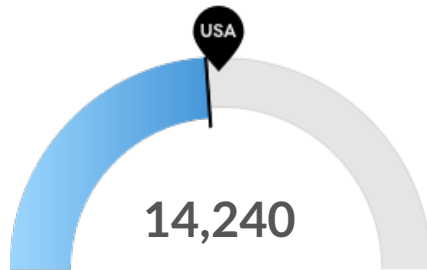
Population Characteristics



10,635

Millennials

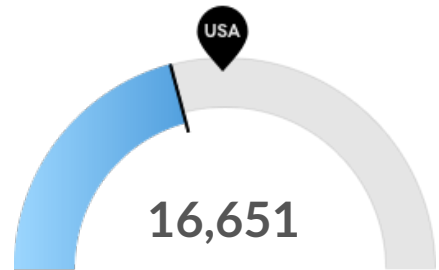
Bryan County, OK has 10,635 millennials (ages 25-39). The national average for an area this size is 10,298.



14,240

Retiring Soon

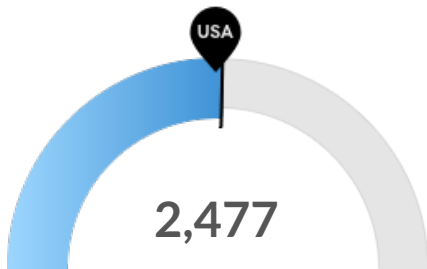
Retirement risk is about average in Bryan County, OK. The national average for an area this size is 15,211 people 55 or older, while there are 14,240 here.



16,651

Racial Diversity

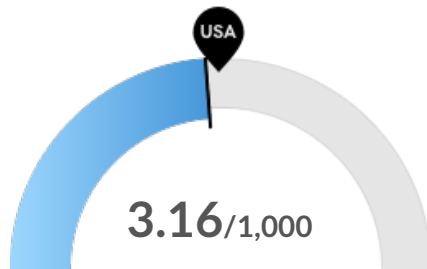
Racial diversity is low in Bryan County, OK. The national average for an area this size is 21,399 racially diverse people, while there are 16,651 here.



2,477

Veterans

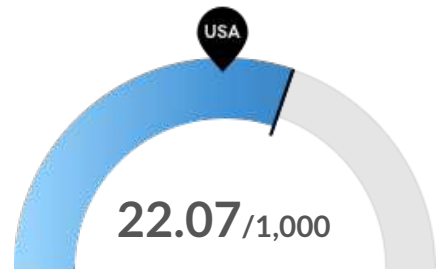
Bryan County, OK has 2,477 veterans. The national average for an area this size is 2,424.



3.16/1,000

Violent Crime

Bryan County, OK has 3.16 violent crimes per 1,000 people. The national rate is 3.38 per 1,000 people.



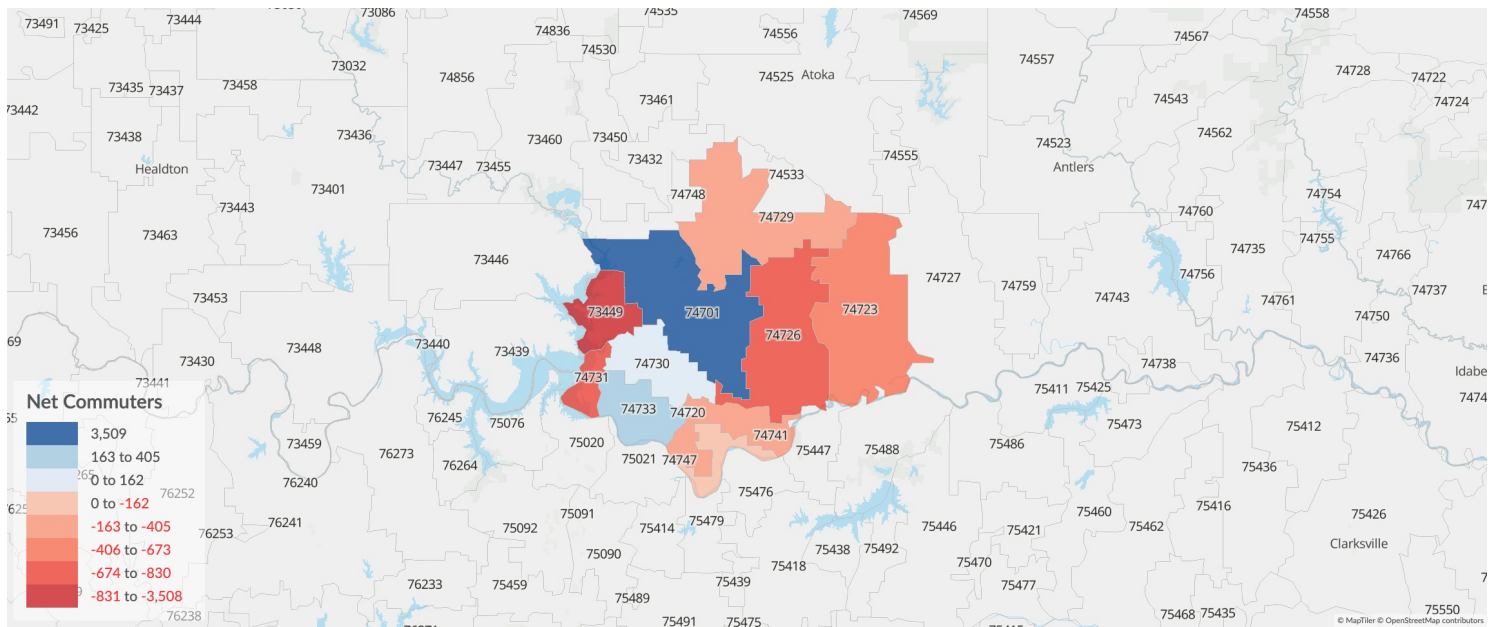
22.07/1,000

Property Crime

Bryan County, OK has 22.07 property crimes per 1,000 people. The national rate is 16.44 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 | 2025 Employment |
|-------|-----------------------------|-----------------|
| 74701 | Durant, OK (in Bryan co... | 16,290 |
| 74730 | Calera, OK (in Bryan co... | 2,772 |
| 74733 | Colbert, OK (in Bryan co... | 1,691 |
| 74729 | Caddo, OK (in Bryan co... | 1,373 |
| 73449 | Mead, OK (in Bryan cou... | 899 |

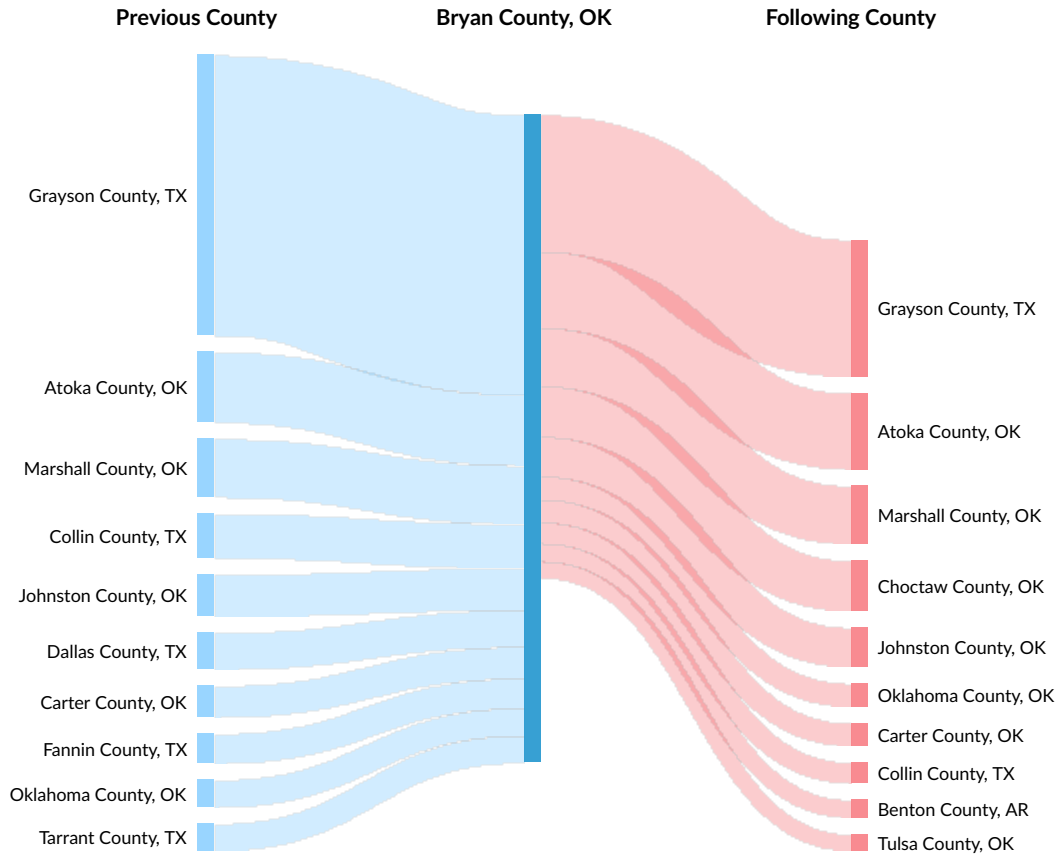
Where Talent Lives

| ZIP | Name | 2025 Workers |
|-------|-----------------------------|--------------|
| 74701 | Durant, OK (in Bryan co... | 12,781 |
| 74730 | Calera, OK (in Bryan co... | 2,706 |
| 73449 | Mead, OK (in Bryan cou... | 1,730 |
| 74729 | Caddo, OK (in Bryan co... | 1,595 |
| 74733 | Colbert, OK (in Bryan co... | 1,507 |

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**.

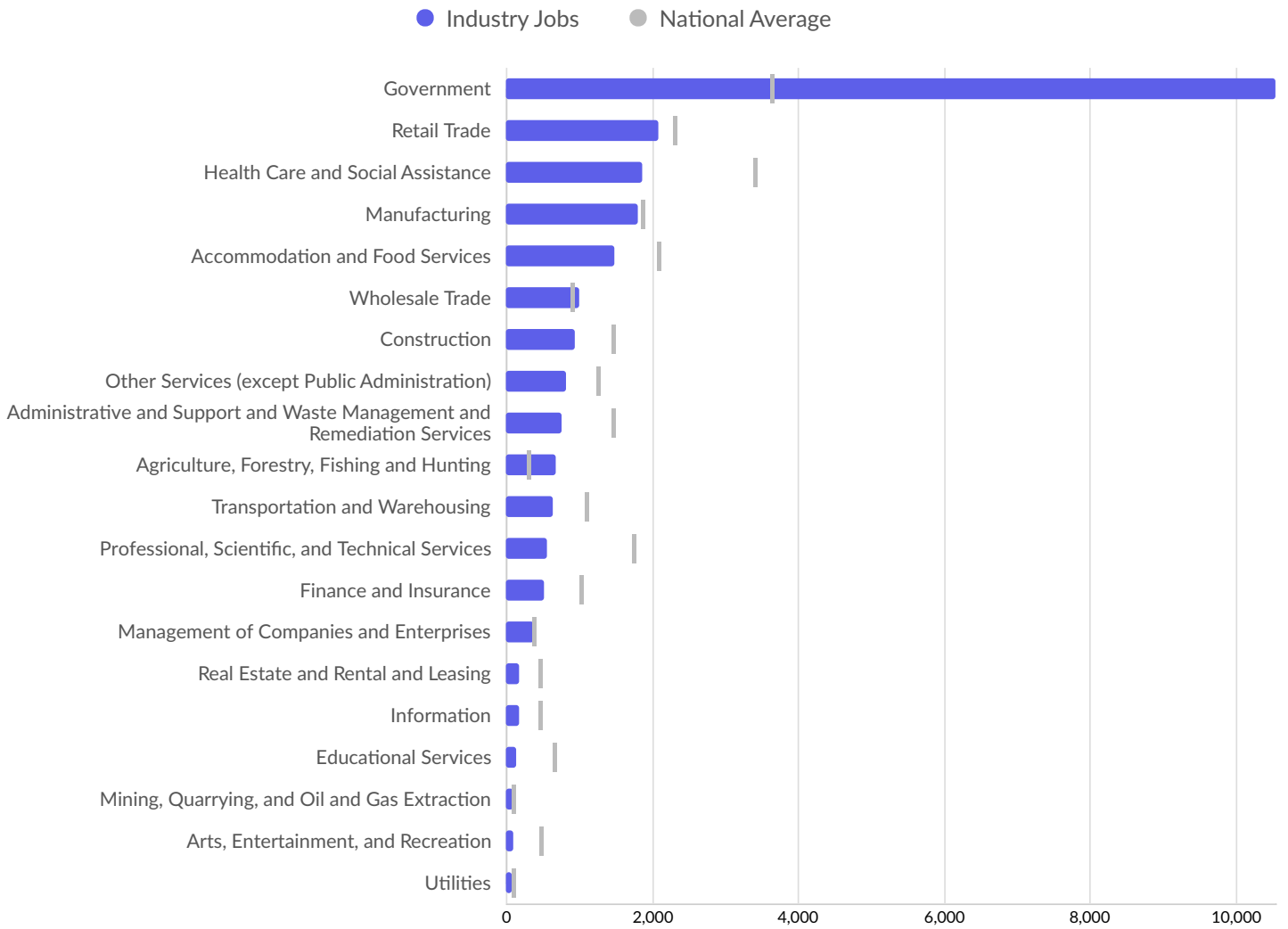


| Top Previous Counties | Migrations |
|-----------------------|------------|
| Grayson County, TX | 526 |
| Atoka County, OK | 133 |
| Marshall County, OK | 109 |
| Collin County, TX | 83 |
| Johnston County, OK | 79 |
| Dallas County, TX | 69 |

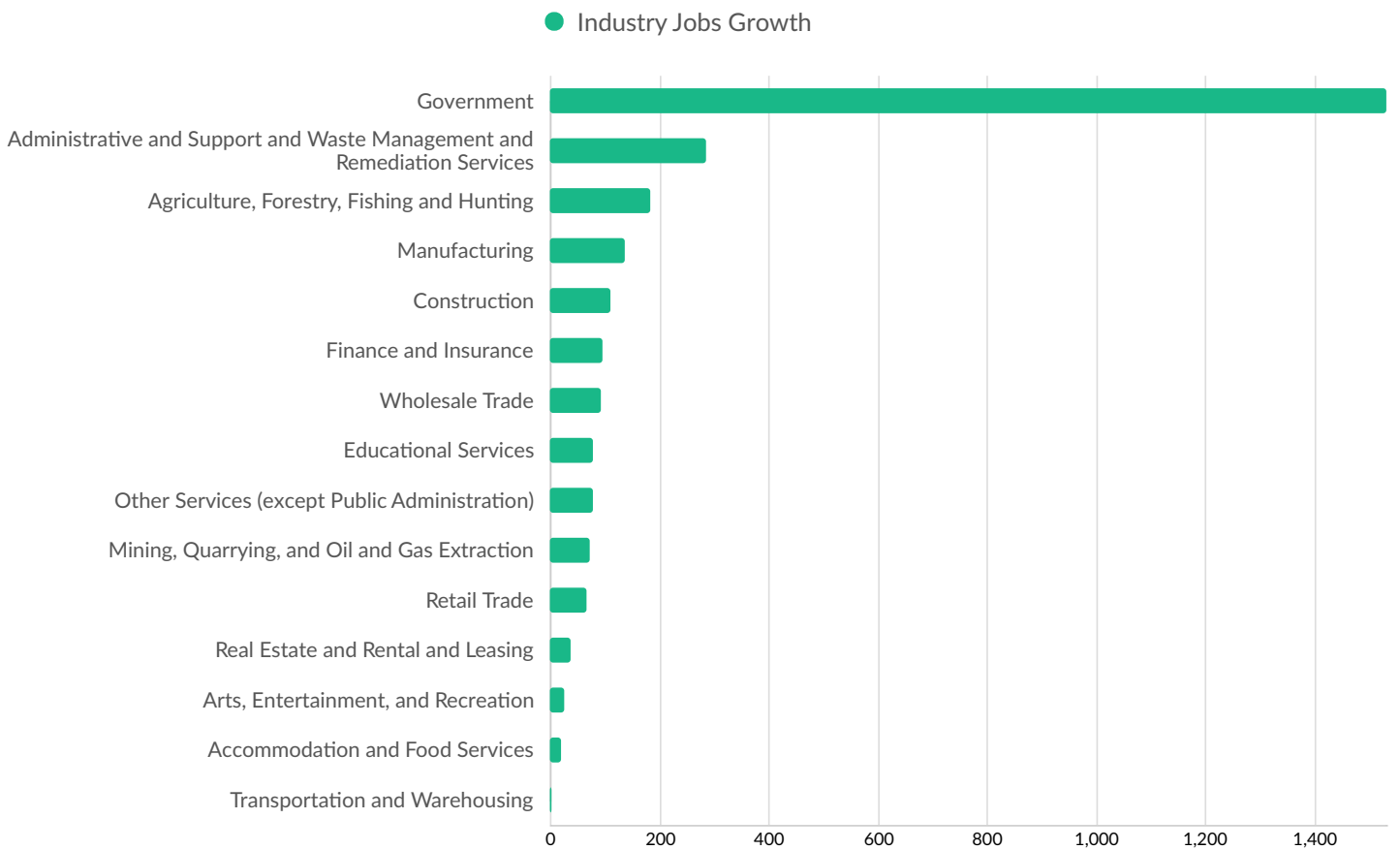
| Top Previous Counties | Migrations |
|------------------------|------------|
| Carter County, OK | 59 |
| Fannin County, TX | 56 |
| Oklahoma County, OK | 51 |
| Tarrant County, TX | 51 |
| Choctaw County, OK | 47 |
| Denton County, TX | 44 |
| Tulsa County, OK | 42 |
| Jewell County, KS | 33 |
| Pittsburg 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

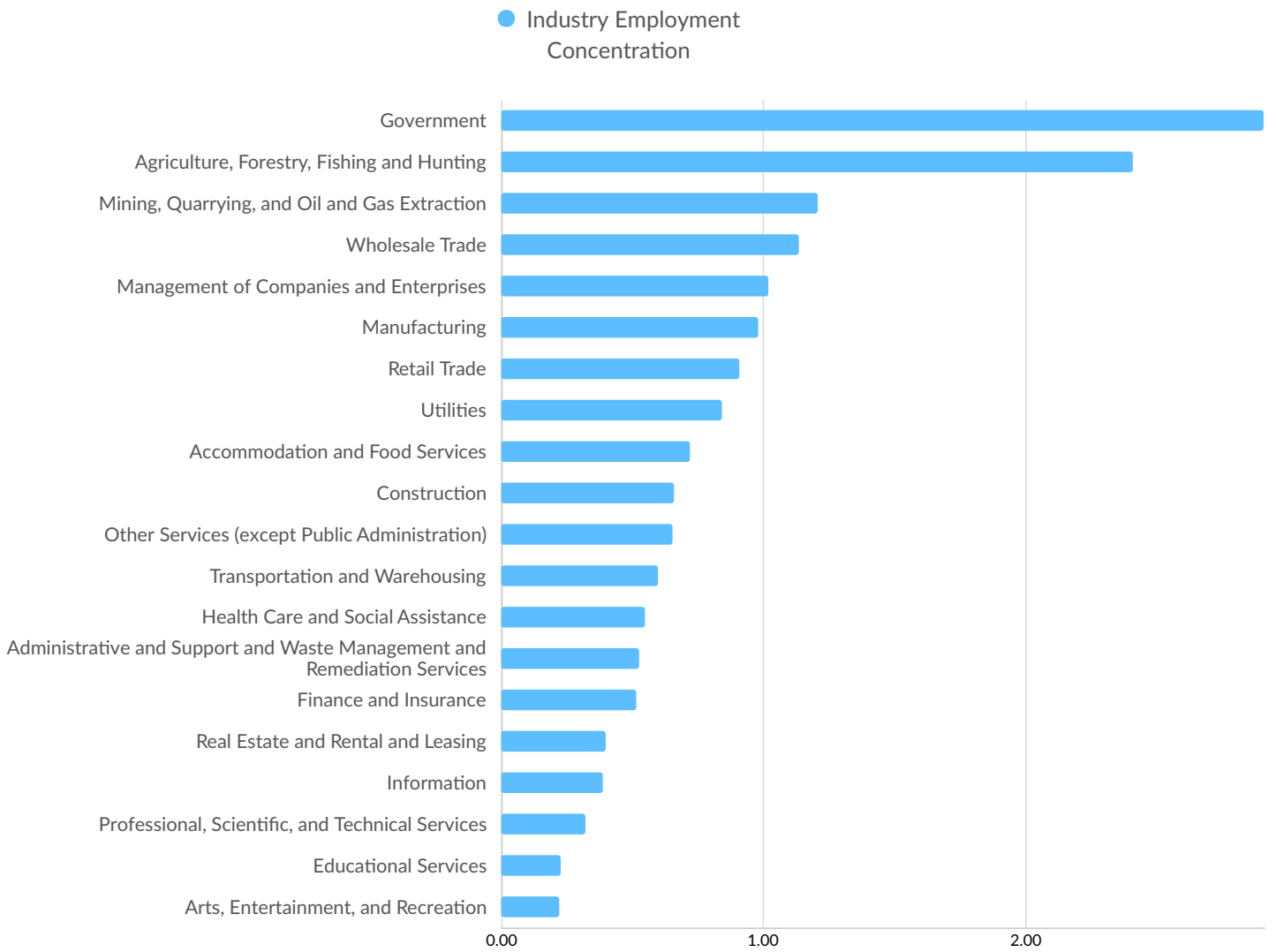
Largest Industries



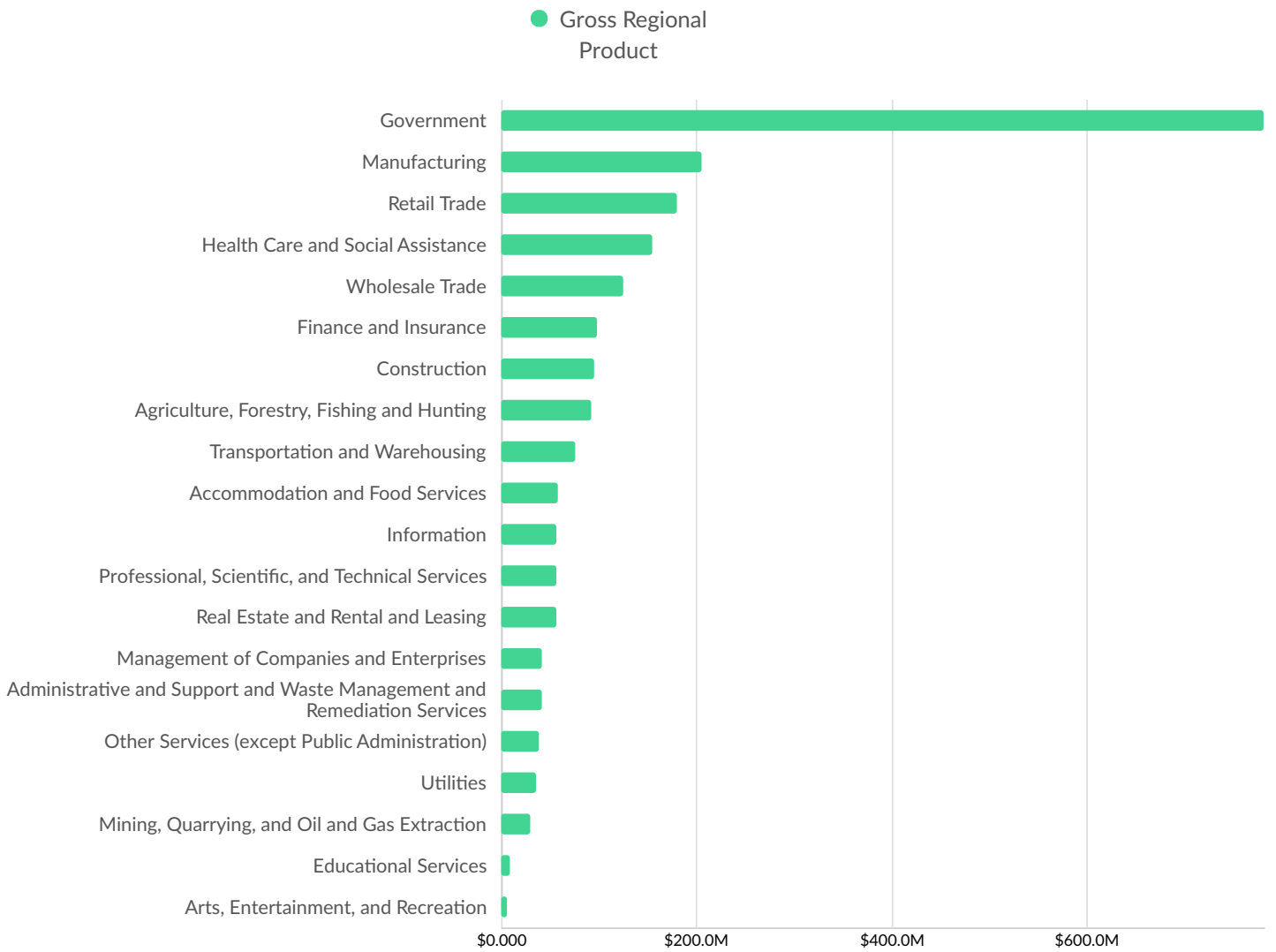
Top Growing Industries



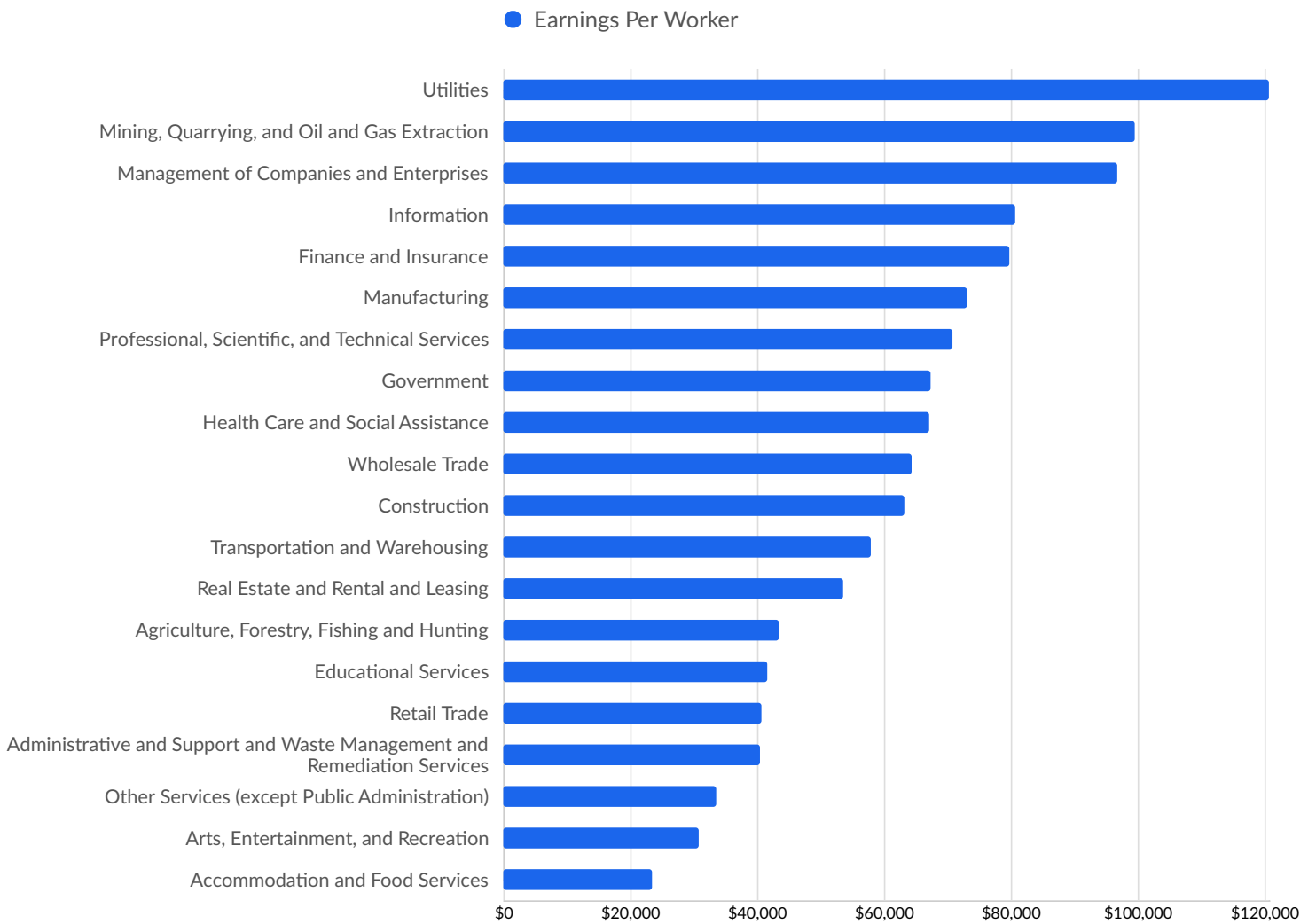
Top Industry Employment Concentration



Top Industry GRP























Top Industry Earnings



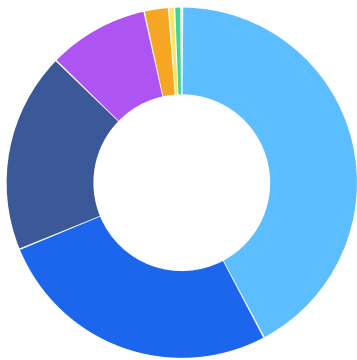
Business Characteristics

3,135 Companies Employ Your Workers

Online profiles for your workers mention 3,135 companies as employers, with the top 10 appearing below. In the last 12 months, 508 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 | 1,358  | Choctaw Nation Of Oklahoma | 883  |
| Southeastern Oklahoma State U... | 369  | Choctaw Nation Headstart | 381  |
| First United Bank | 308  | Community Health Systems Pro... | 229  |
| Alorica | 103  | Alliancehealth Durant | 111  |
| State of Oklahoma | 75  | Commercial Metals | 90  |
| Texoma Medical Center | 72  | First United Bank | 84  |
| Walmart | 71  | Walmart | 66  |
| City Of Durant | 69  | Dollar General | 58  |
| Big Lots | 62  | Rpm Staffing Professionals | 53  |
| Indian Nation Wholesale | 60  | Southeastern Oklahoma State U... | 51  |

Business Size

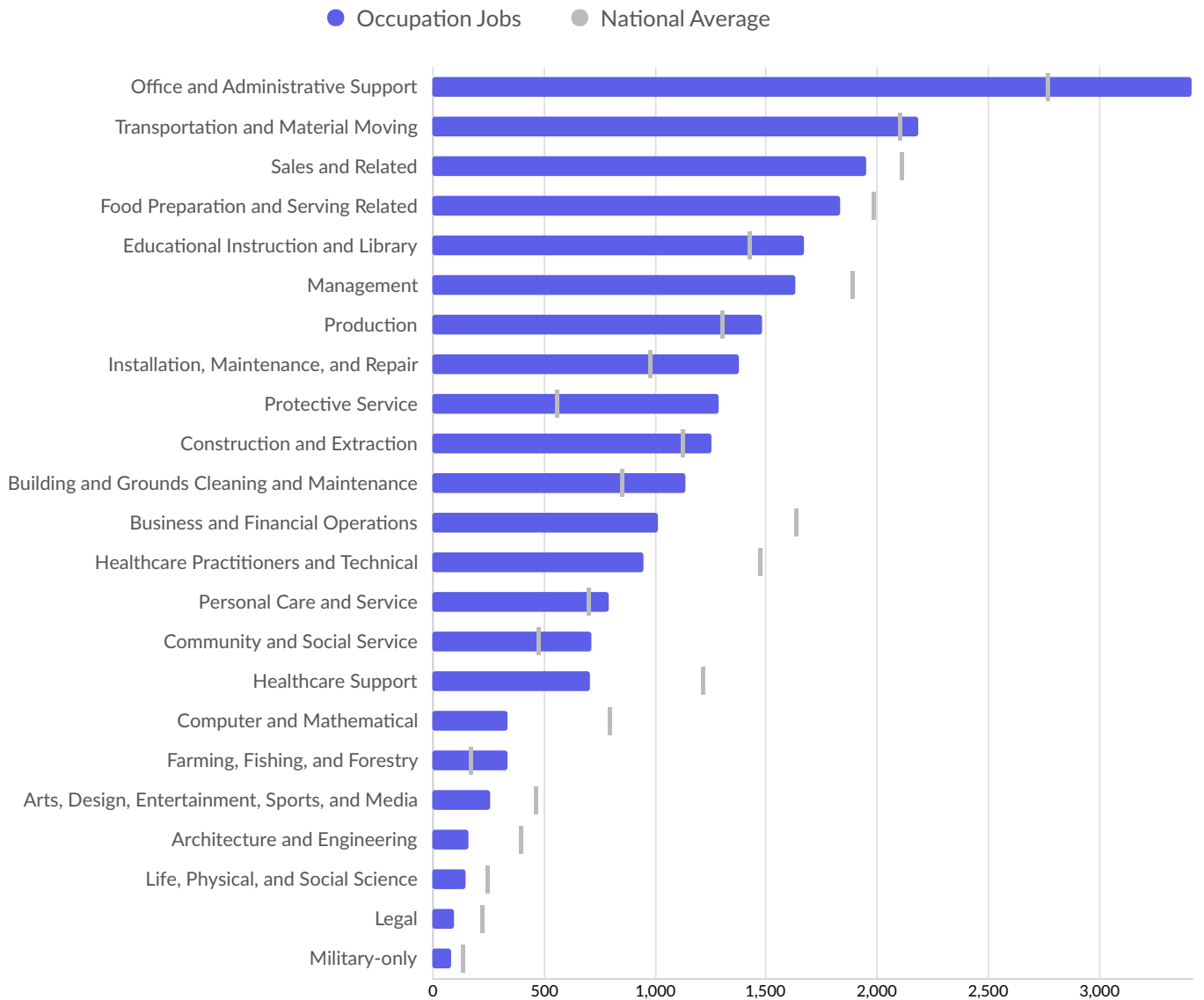


| | Percentage | Business Count |
|------------------------|------------|----------------|
| ● 1 to 4 employees | 42.2% | 863 |
| ● 5 to 9 employees | 26.6% | 544 |
| ● 10 to 19 employees | 18.5% | 378 |
| ● 20 to 49 employees | 9.3% | 190 |
| ● 50 to 99 employees | 2.2% | 46 |
| ● 100 to 249 employees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

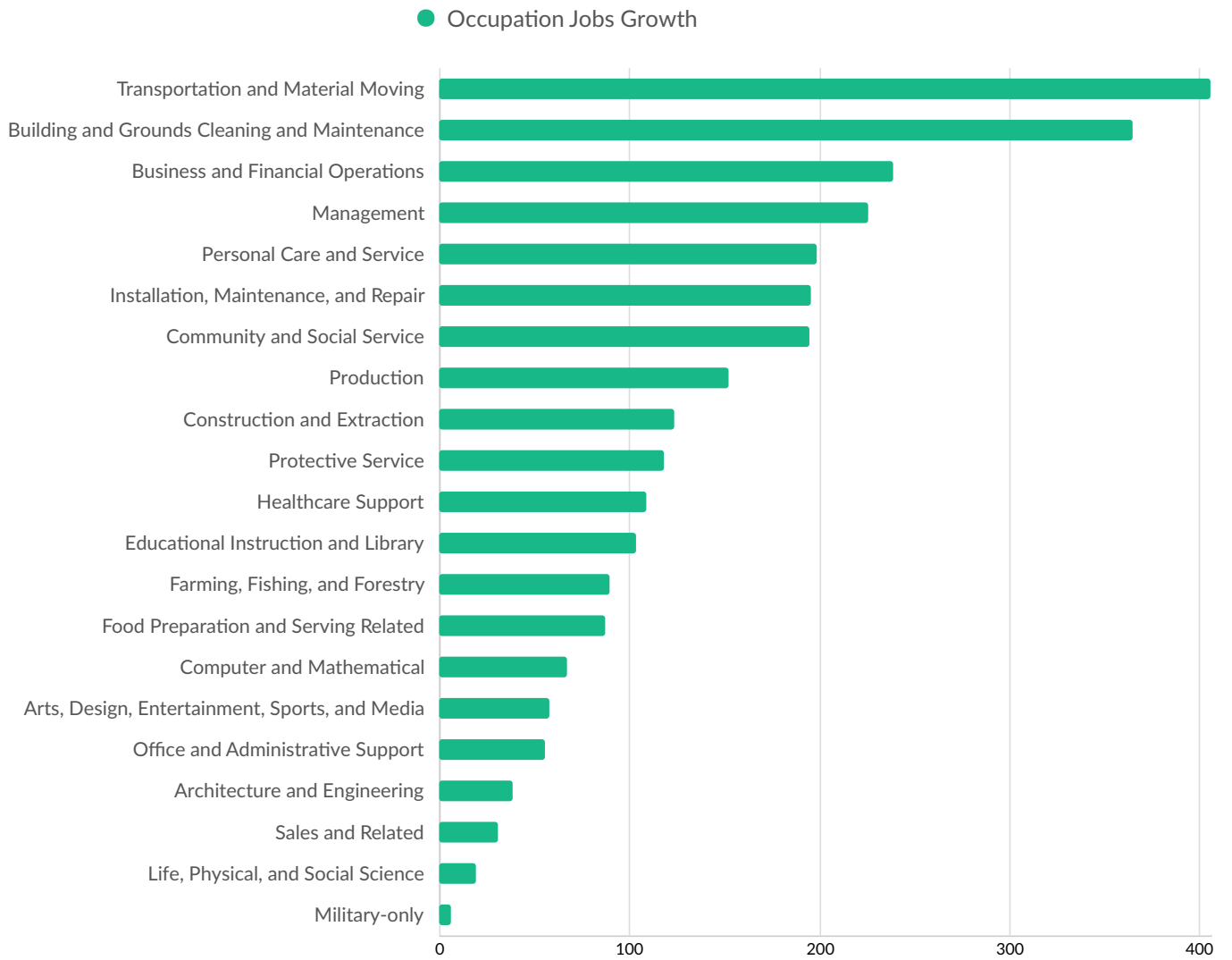
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

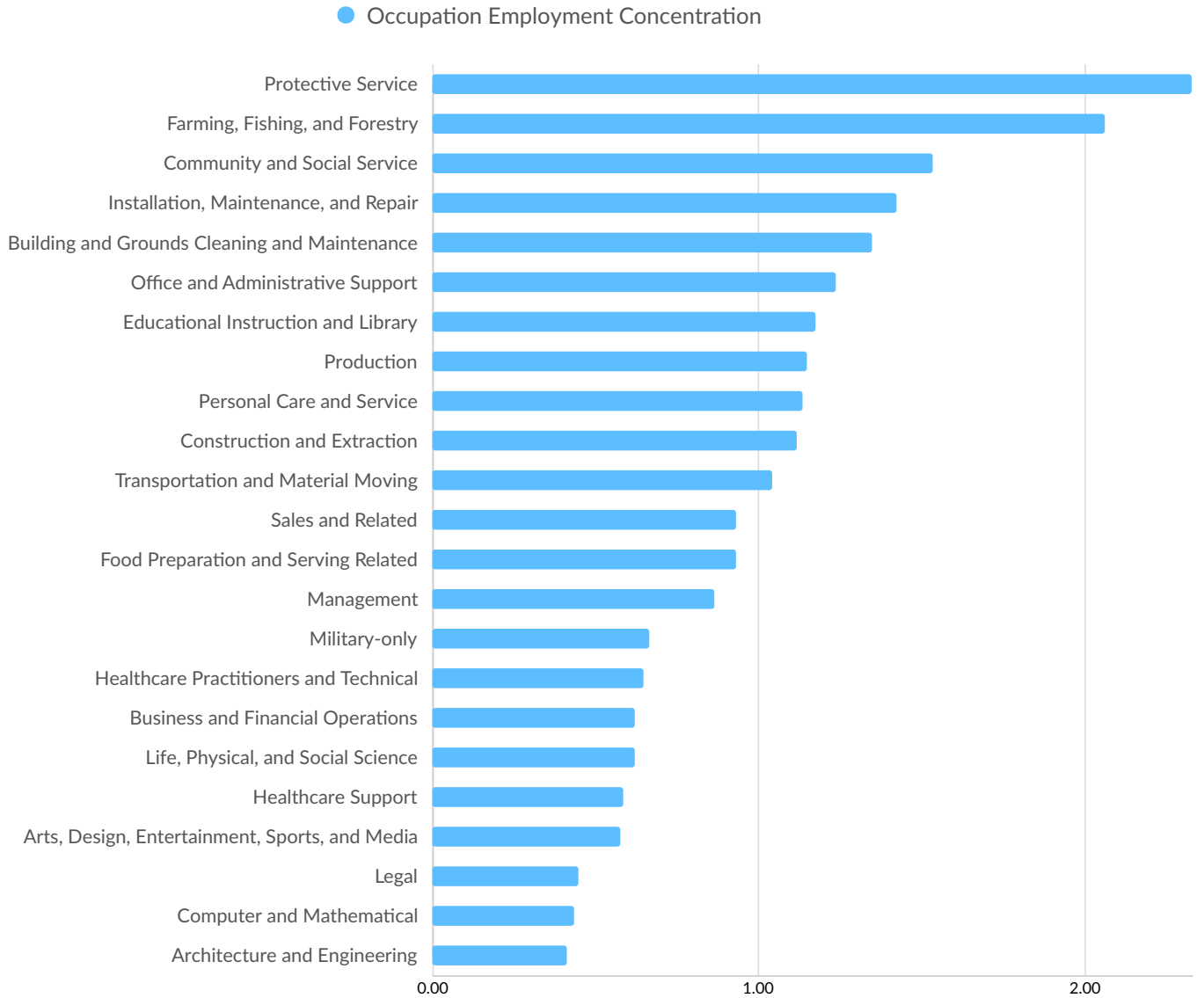
Largest Occupations



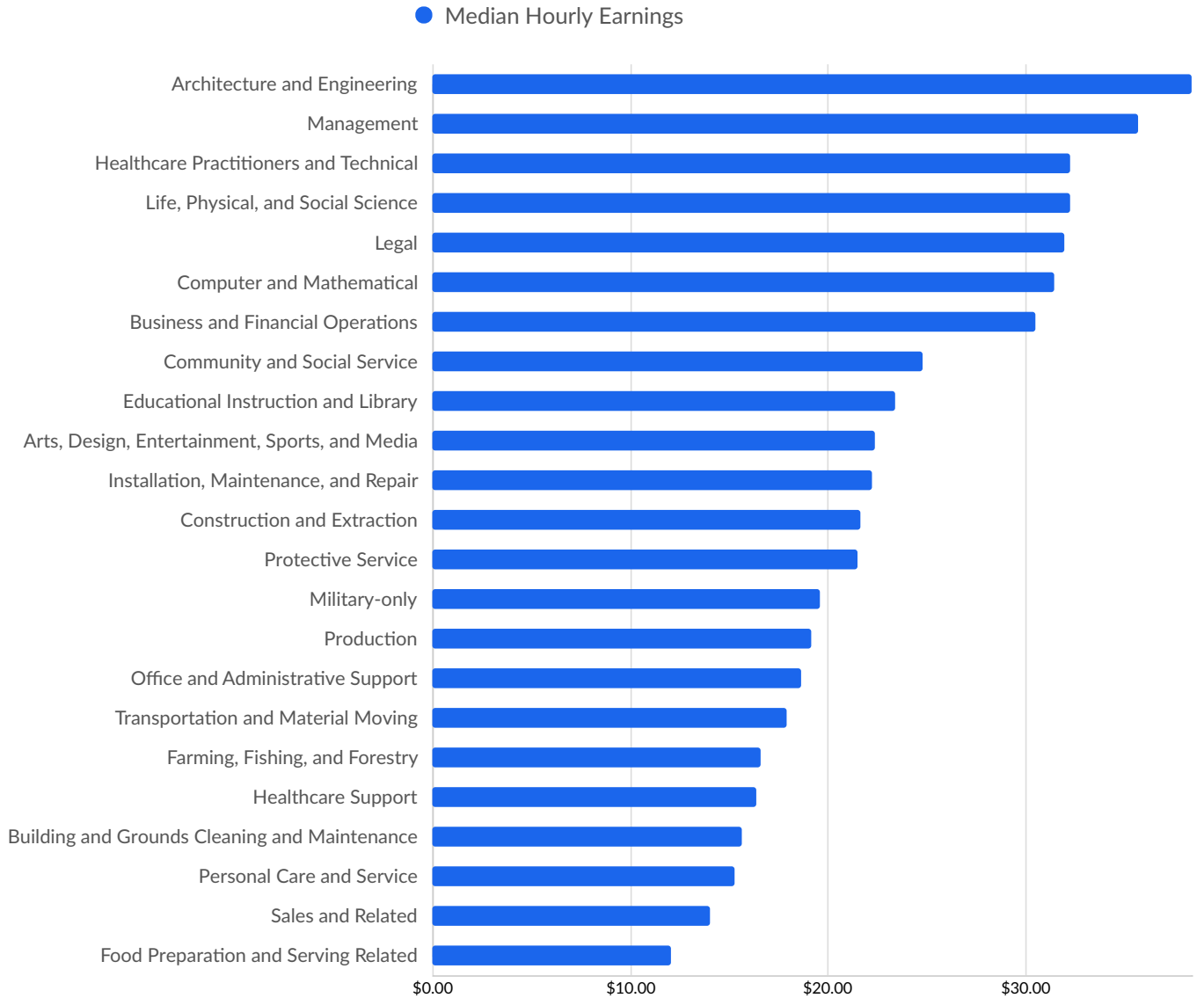
Top Growing Occupations



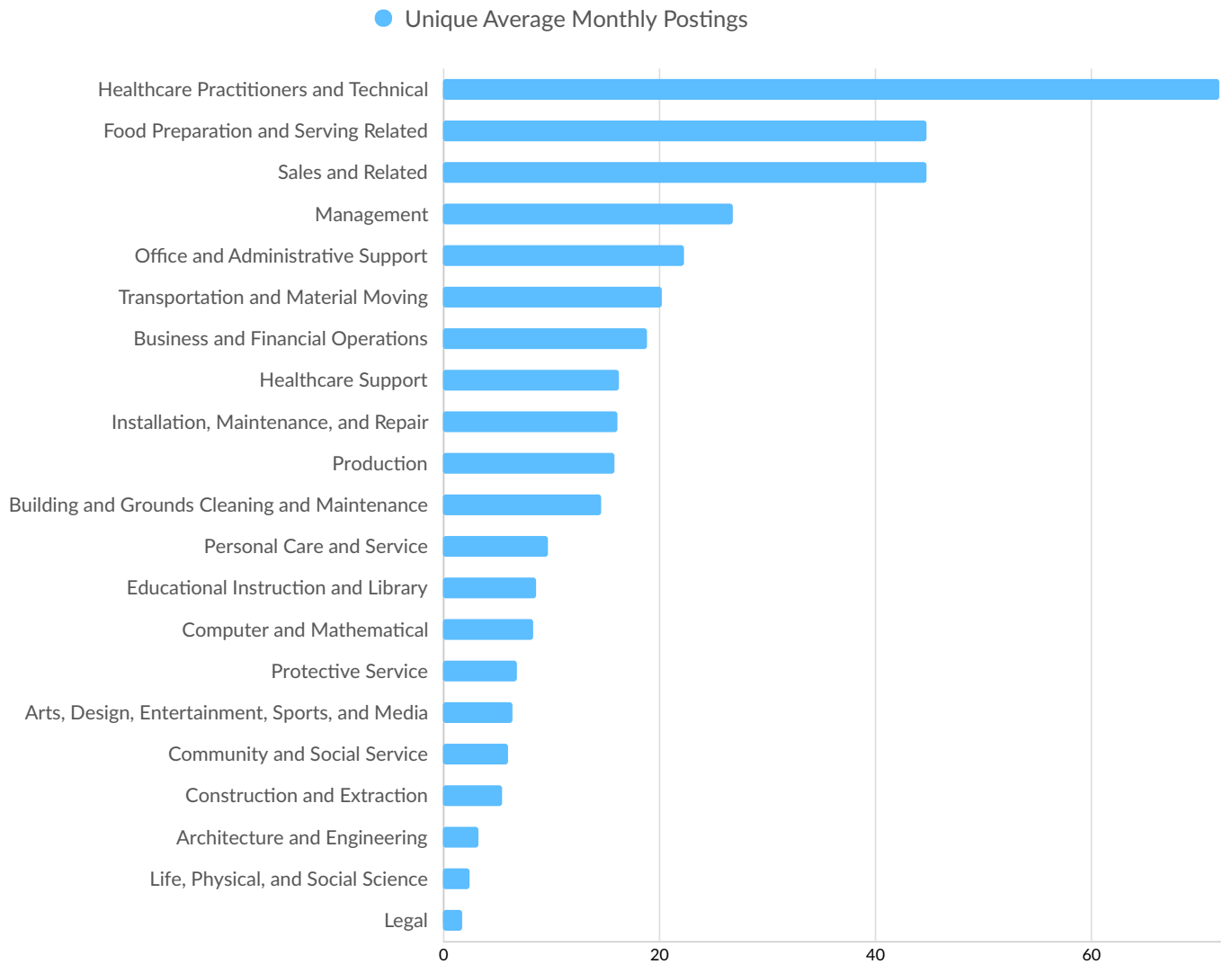
Top Occupation Employment Concentration



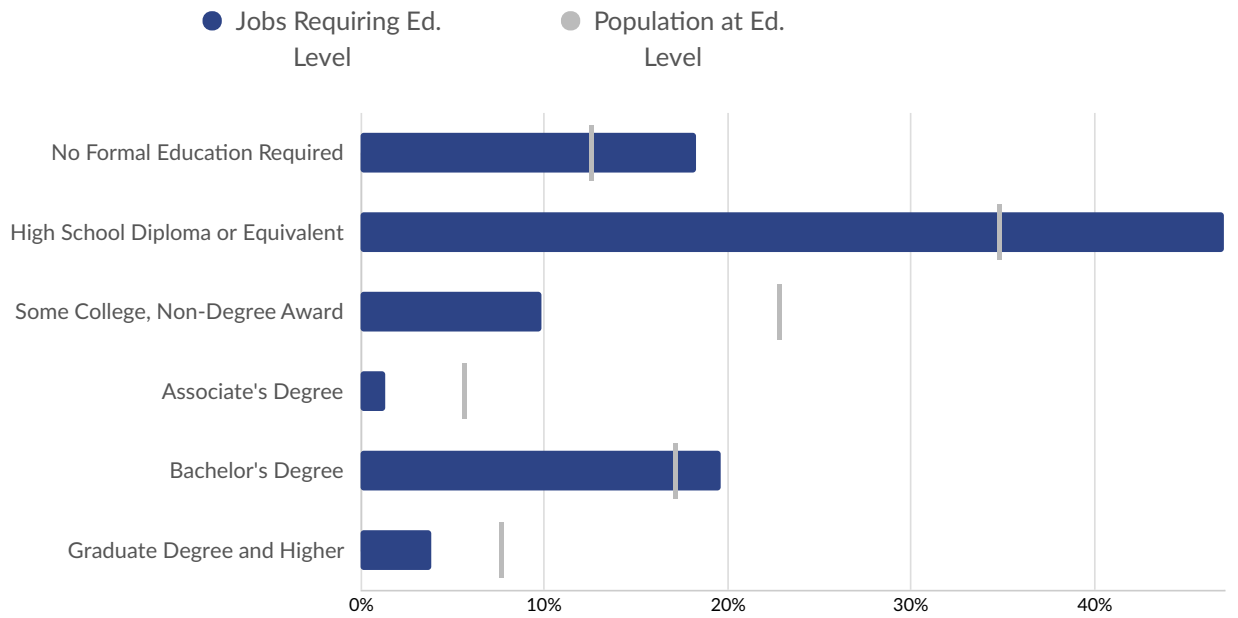
Top Occupation Earnings



Top Posted Occupations









Underemployment



Educational Pipeline

In 2024, there were 1,942 graduates in Bryan County, OK. This pipeline has grown by 45% 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 (2024) | Graduate Trend (2020 - 2024) |
|--|--|---|
| Southeastern Oklahoma State University | 1,888  |  |
| Durant Institute of Hair Design | 37  |  |
| Southern School of Beauty Inc | 17  |  |

- Certificate
- Associate's
- Bachelor's
- Master's or Higher

In-Demand Skills

