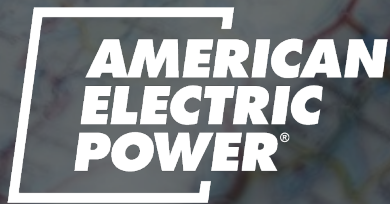




PSO- Served Oklahoma Counties



1 Riverside Plaza, 12th Floor
Columbus, Ohio 43215

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Report Parameters

43 Counties

40005	Atoka County, OK	40031	Comanche County, OK
40009	Beckham County, OK	40033	Cotton County, OK
40015	Caddo County, OK	40035	Craig County, OK
40023	Choctaw County, OK	40039	Custer County, OK
40029	Coal County, OK	<i>See Appendix A for all 43 Counties</i>	

Class of Worker

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

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

Economy Overview

1,870,340

Population (2023)

Population **grew by 46,929** over the last 5 years and is projected to **grow by 72,985** over the next 5 years.

830,105

Total Regional Employment

Jobs **grew by 20,768** over the last 5 years and are projected to **grow by 40,800** over the next 5 years.

\$64.0K

Avg. Earnings Per Job (2023)

Regional average earnings per job are **\$19.3K below** the national average earnings of \$83.3K per job.

Takeaways

- As of 2023 the region's population **increased by 2.6%** since 2018, growing by 46,929. Population is expected to **increase by 3.9%** between 2023 and 2028, adding 72,985.
- From 2018 to 2023, jobs **increased by 2.6%** in PSO- Served Oklahoma Counties from 809,337 to **830,105**. This change **fell short of the national growth rate of 4.3% by 1.7%**. As the number of jobs increased, the **labor force participation rate increased from 60.1% to 62.1% between 2018 and 2023**.
- Concerning educational attainment, **16.9% of the selected regions' residents possess a Bachelor's Degree** (4.2% below the national average), and **8.7% hold an Associate's Degree** (0.1% below the national average).
- The top three industries in 2023 are Restaurants and Other Eating Places, Local Government, Excluding Education and Hospitals, and Education and Hospitals (Local Government).

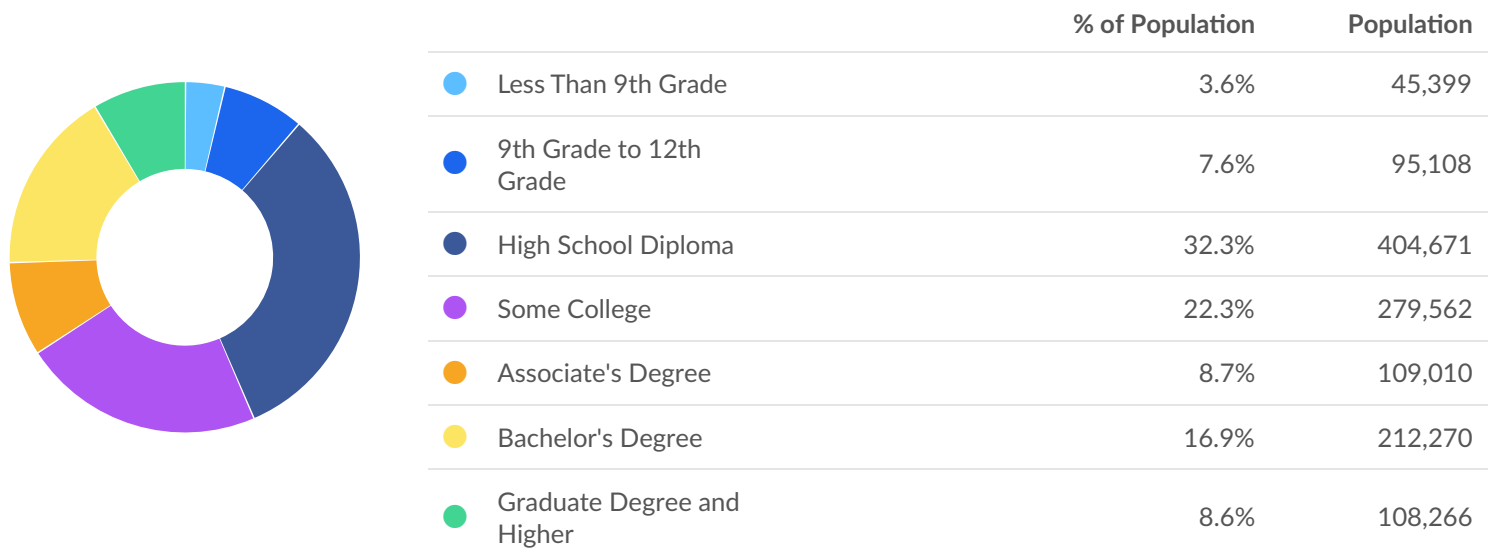
	Population (2024)	Labor Force (Mar 2024)	Jobs (2023)	Cost of Living	GRP	Imports	Exports
Region	1,884,857	893,531	830,105	92.1	\$110.57B	\$119.99B	\$129.94B
State	4,084,813	1,995,562	1,933,940	93.2	\$251.85B	\$255.86B	\$316.67B

Mar 2024 Labor Force Breakdown



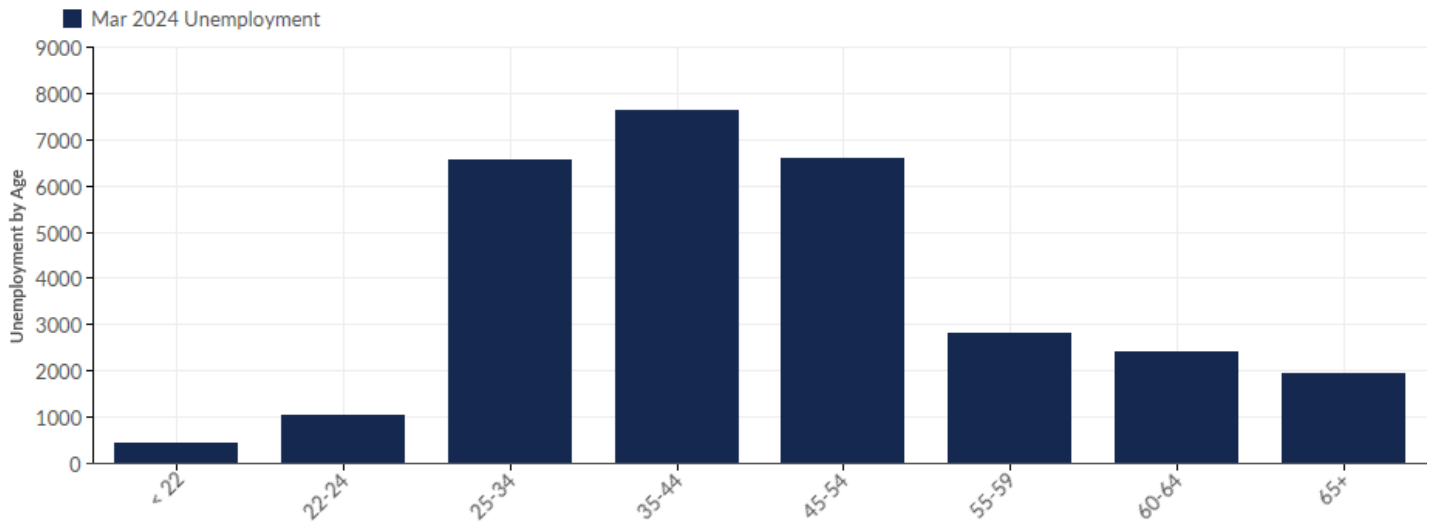
Educational Attainment

Concerning educational attainment, **16.9% of the selected regions' residents possess a Bachelor's Degree** (4.2% below the national average), and **8.7% hold an Associate's Degree** (0.1% below the national average).



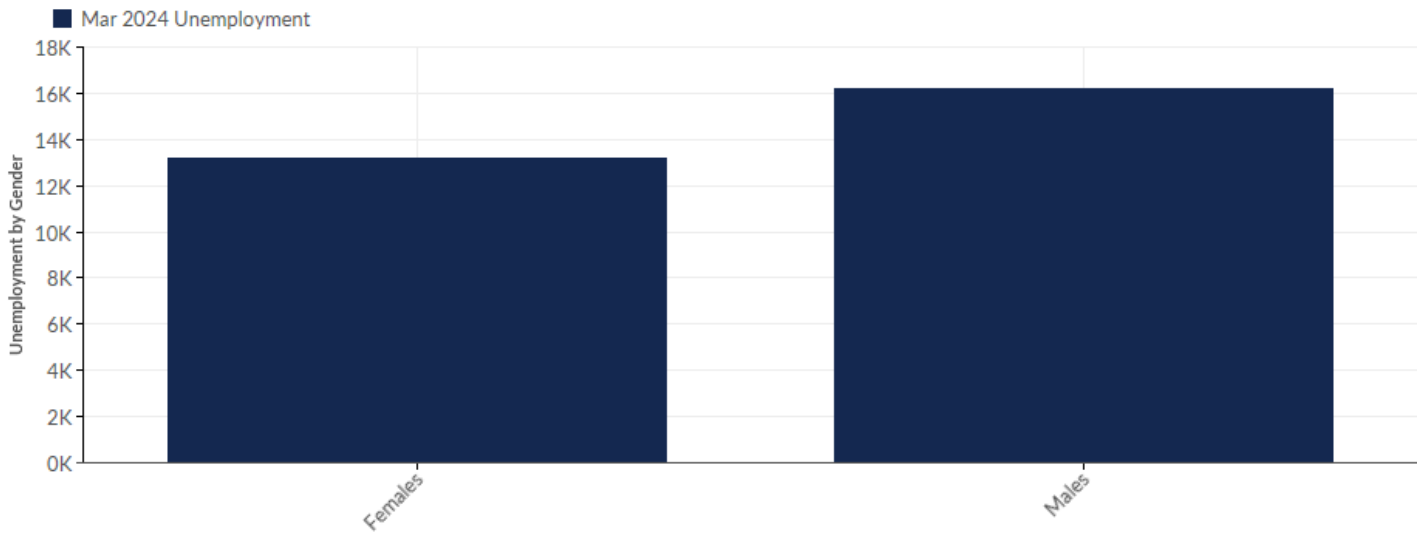
Unemployment by Demographics

Unemployment by Age



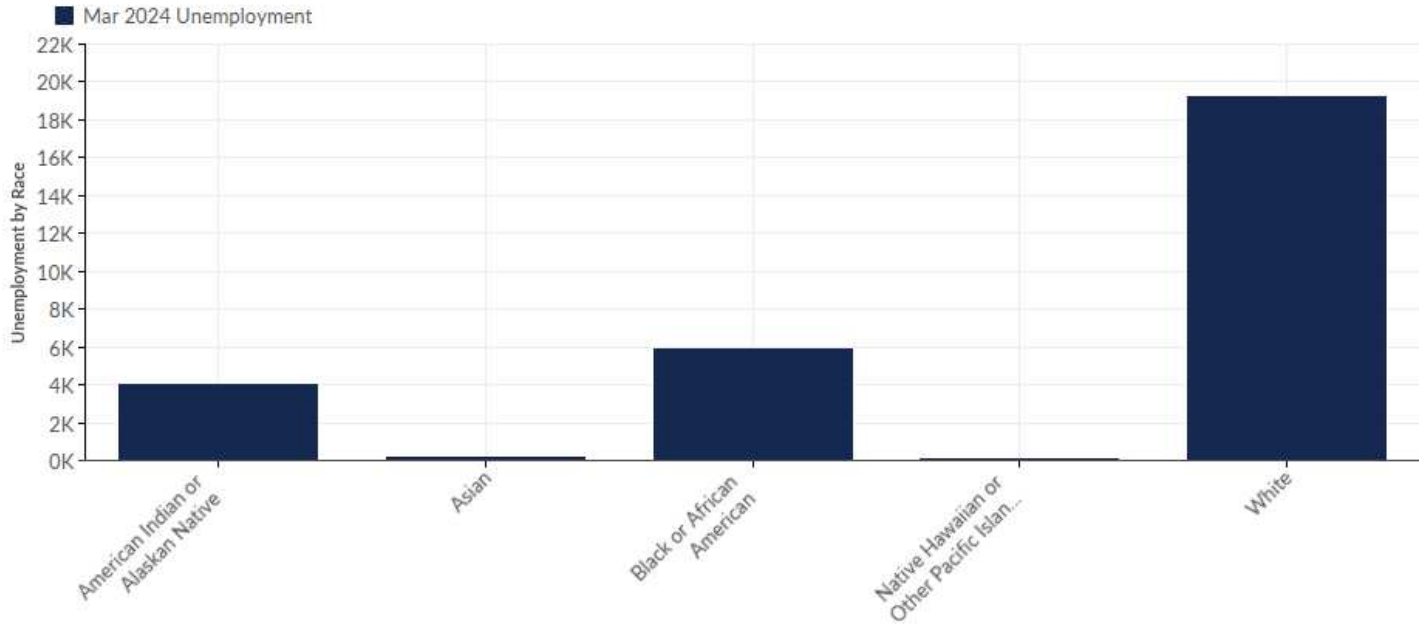
Age	Unemployment (Mar 2024)	% of Unemployed
< 22	441	1.50%
22-24	1,034	3.52%
25-34	6,550	22.31%
35-44	7,617	25.94%
45-54	6,598	22.47%
55-59	2,796	9.52%
60-64	2,402	8.18%
65+	1,927	6.56%
Total	29,365	100.00%

Unemployment by Gender



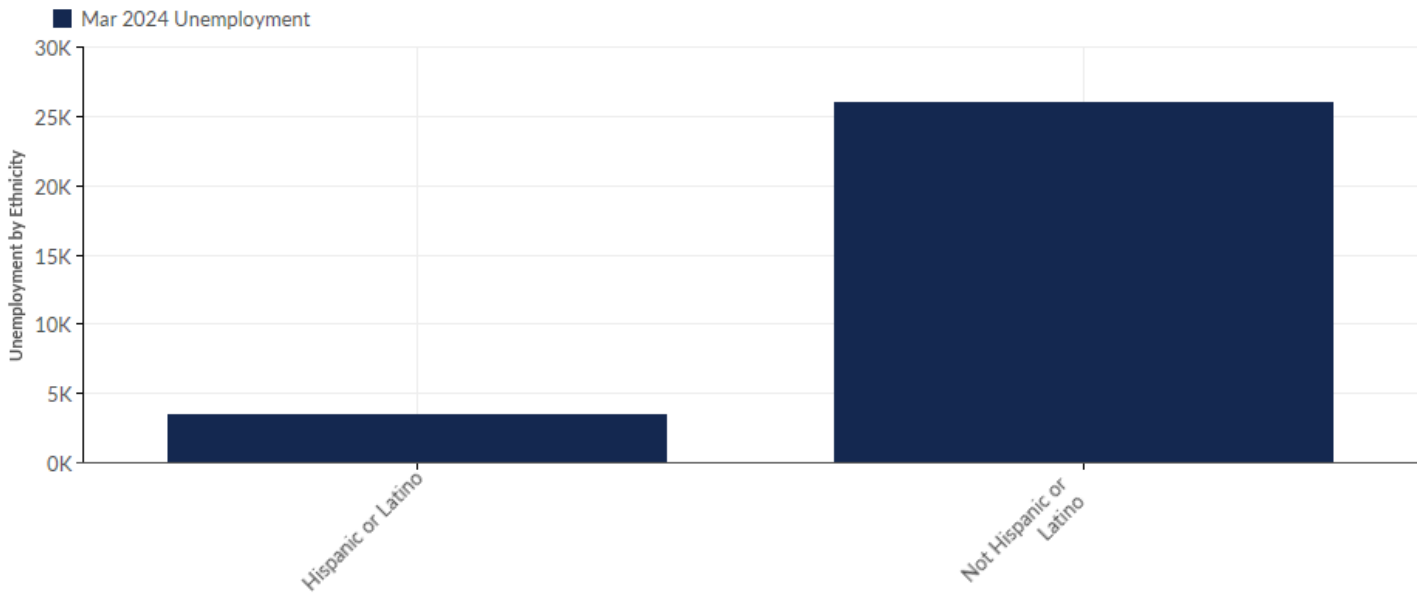
Gender	Unemployment (Mar 2024)	% of Unemployed
Females	13,166	44.84%
Males	16,199	55.16%
Total	29,365	100.00%

Unemployment by Race



Race	Unemployment (Mar 2024)	% of Unemployed
American Indian or Alaskan Native	4,019	13.69%
Asian	172	0.59%
Black or African American	5,885	20.04%
Native Hawaiian or Other Pacific Islander	65	0.22%
White	19,224	65.47%
Total	29,365	100.00%

Unemployment by Ethnicity

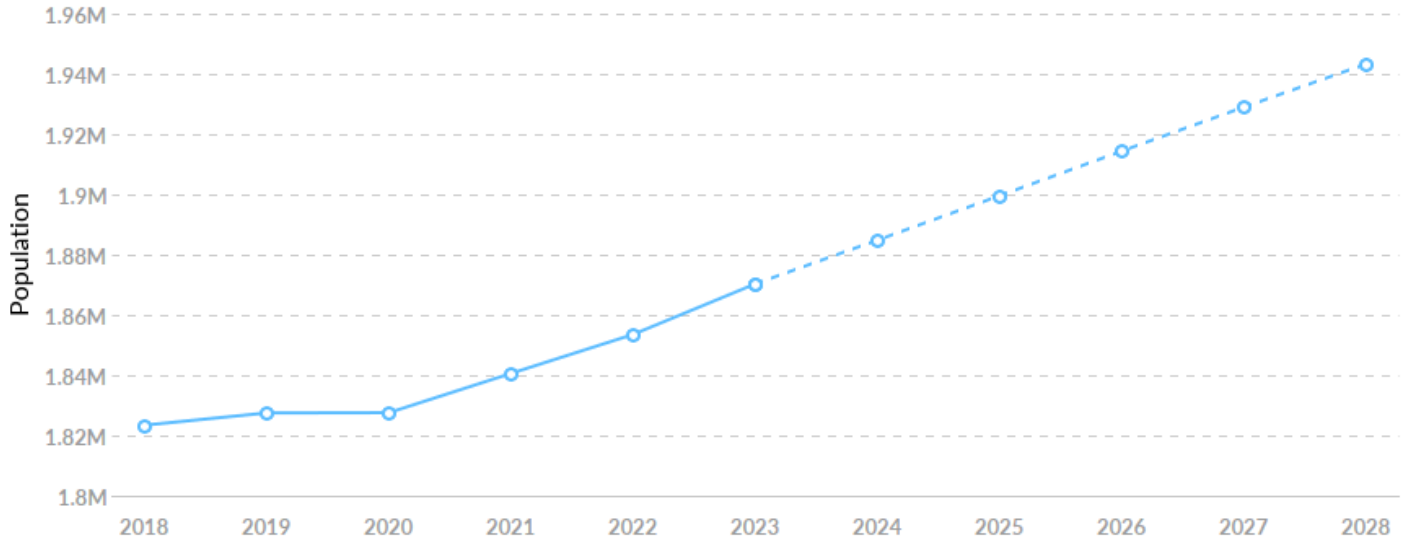


Ethnicity	Unemployment (Mar 2024)	% of Unemployed
Hispanic or Latino	3,403	11.59%
Not Hispanic or Latino	25,962	88.41%
Total	29,365	100.00%

Historic & Projected Trends

Population Trends

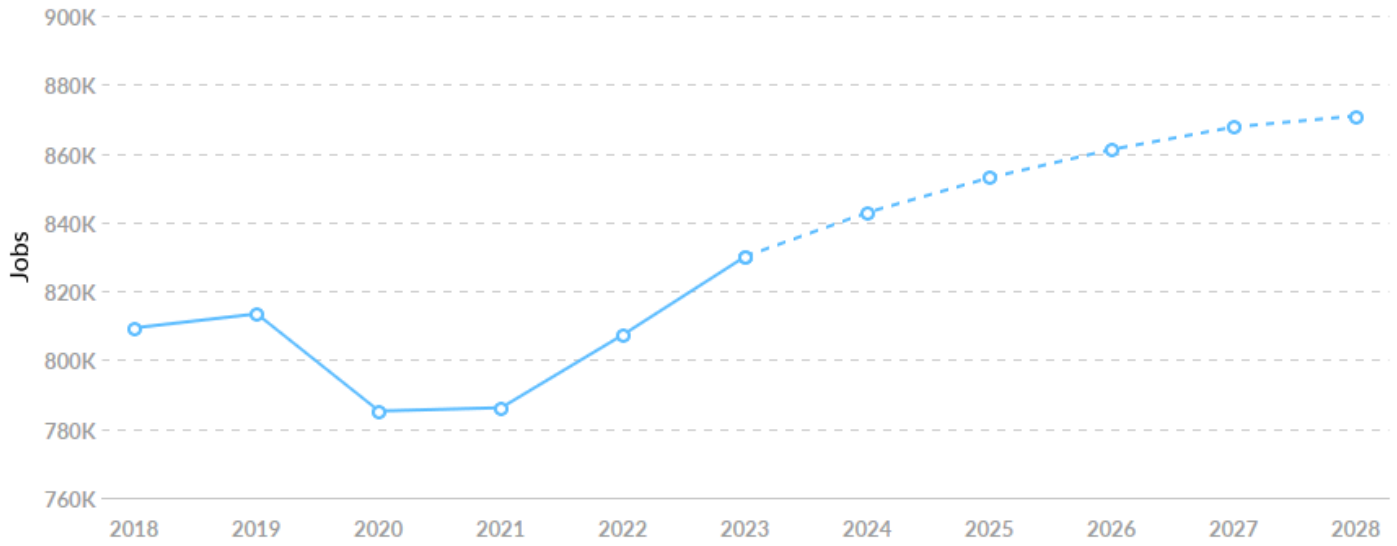
As of 2023 the region's population **increased by 2.6%** since 2018, growing by 46,929. Population is expected to **increase by 3.9%** between 2023 and 2028, adding 72,985.



Timeframe	Population
2018	1,823,411
2019	1,827,484
2020	1,827,563
2021	1,840,612
2022	1,853,560
2023	1,870,340
2024	1,884,857
2025	1,899,600
2026	1,914,421
2027	1,929,015
2028	1,943,324

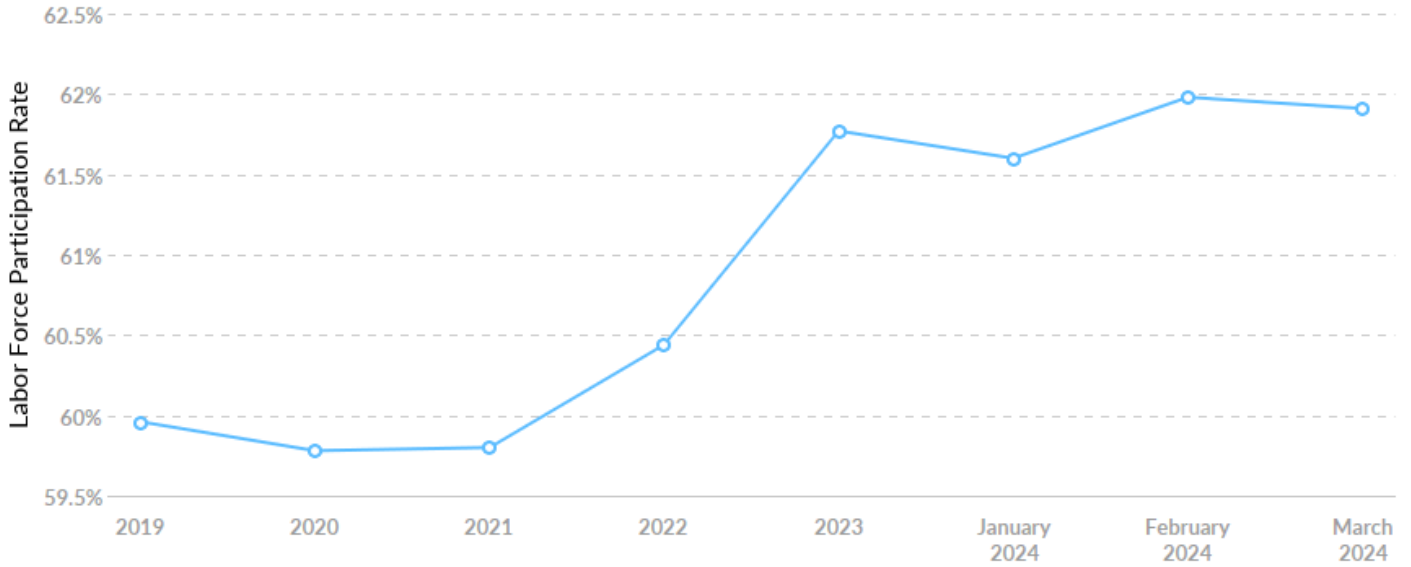
Job Trends

From 2018 to 2023, jobs increased by 2.6% in PSO- Served Oklahoma Counties from 809,337 to **830,105**. This change **fell short of the national growth rate of 4.3% by 1.7%**.



Timeframe	Jobs
2018	809,337
2019	813,396
2020	785,174
2021	786,133
2022	807,396
2023	830,105
2024	842,873
2025	852,960
2026	861,158
2027	867,684
2028	870,905

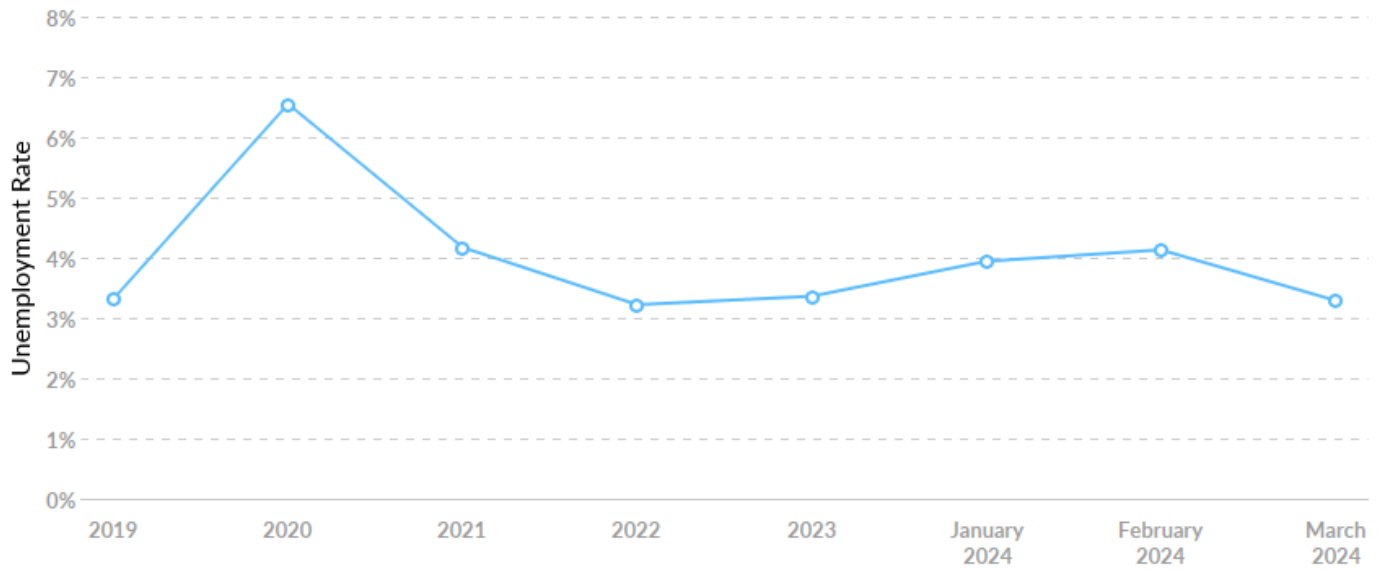
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2019	59.96%
2020	59.78%
2021	59.80%
2022	60.44%
2023	61.77%
January 2024	61.60%
February 2024	61.98%
March 2024	61.91%

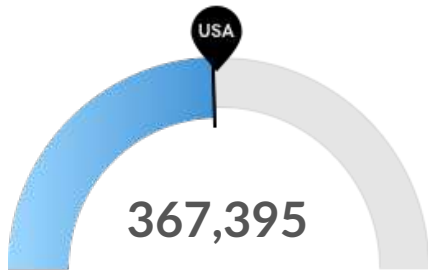
Unemployment Rate Trends

Your areas had a March 2024 unemployment rate of 3.29%, **decreasing from 3.32%** 5 years before.



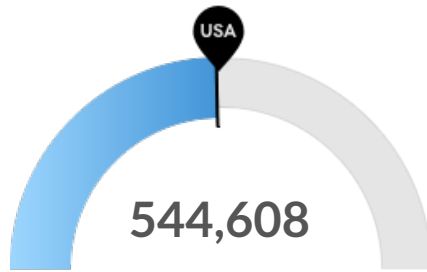
Timeframe	Unemployment Rate
2019	3.32%
2020	6.55%
2021	4.17%
2022	3.22%
2023	3.36%
January 2024	3.94%
February 2024	4.13%
March 2024	3.29%

Population Characteristics



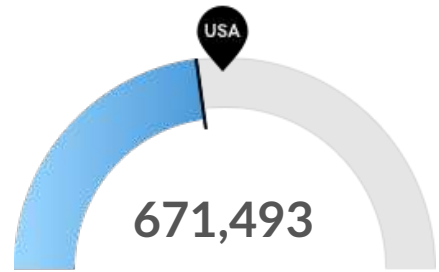
Millennials

Your area has 367,395 millennials (ages 25-39). The national average for an area this size is 376,895.



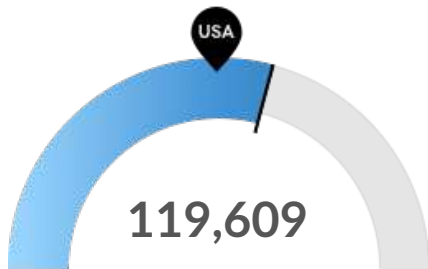
Retiring Soon

Retirement risk is about average in your area. The national average for an area this size is 555,479 people 55 or older, while there are 544,608 here.



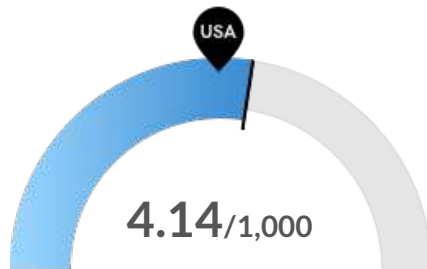
Racial Diversity

Racial diversity is low in your area. The national average for an area this size is 762,260 racially diverse people, while there are 671,493 here.



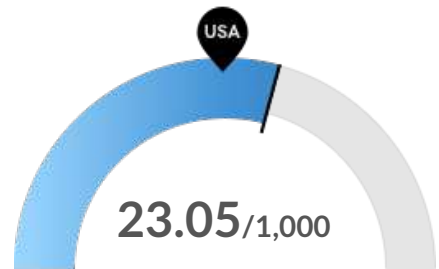
Veterans

Your area has 119,609 veterans. The national average for an area this size is 94,760.



Violent Crime

Your area has 4.14 violent crimes per 1,000 people. The national rate is 3.6 per 1,000 people.

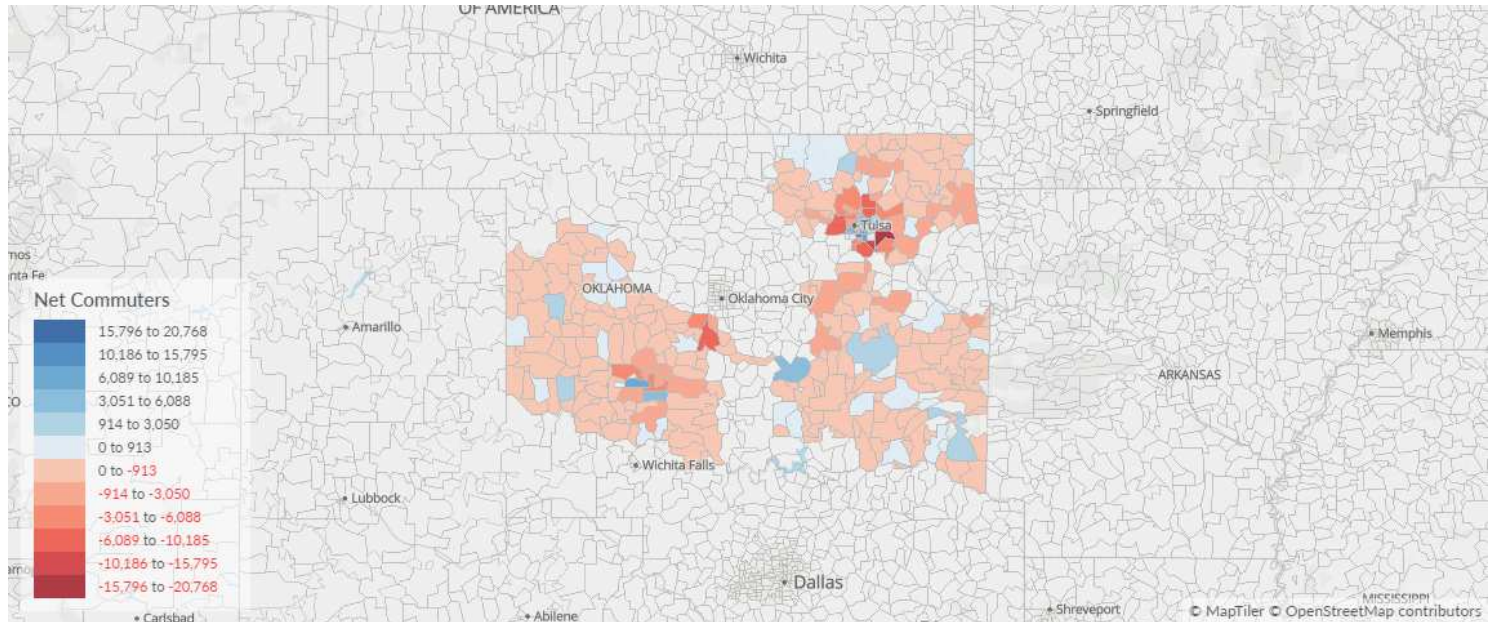


Property Crime

Your area has 23.05 property crimes per 1,000 people. The national rate is 18.22 per 1,000 people.

Place of Work vs Place of Residence

Understanding where talent in the region currently works compared to where talent lives can help you optimize site decisions.



Where Talent Works

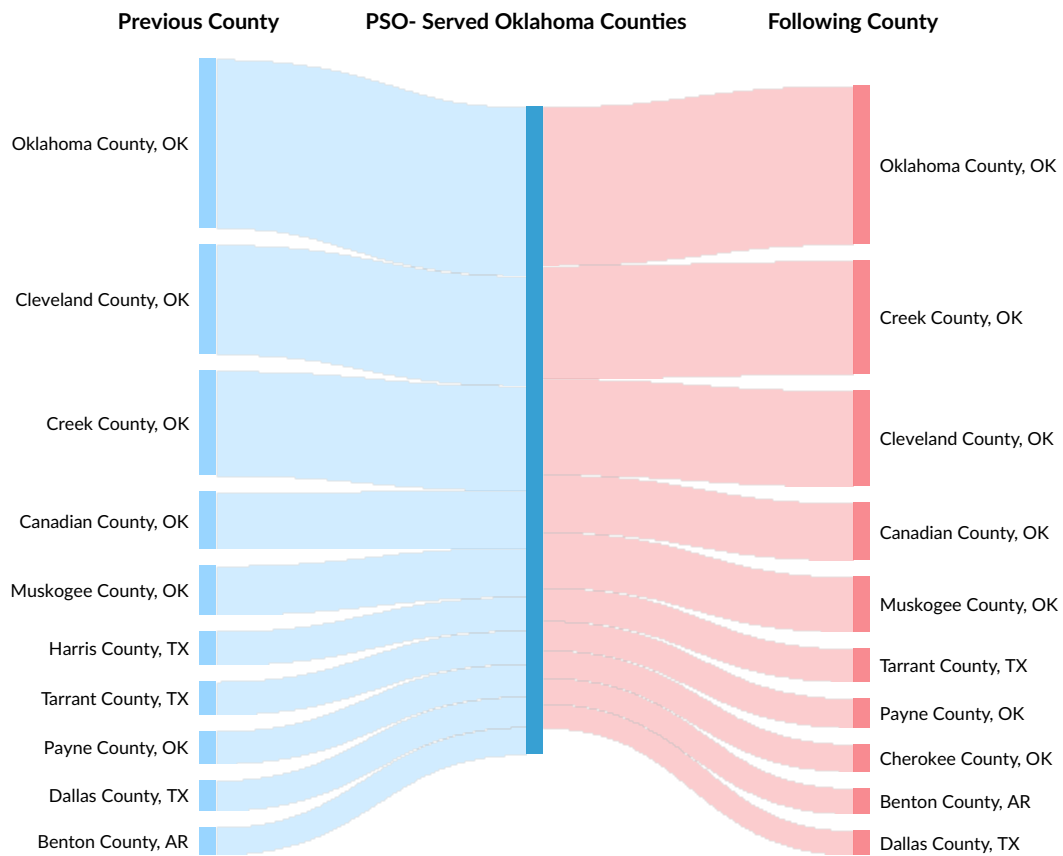
Where Talent Lives

ZIP	Name	2023 Employment	ZIP	Name	2023 Workers
74012	Broken Arrow, OK (in Tu...	34,191	74012	Broken Arrow, OK (in Tu...	34,075
74133	Tulsa, OK (in Tulsa coun...	31,560	74055	Owasso, OK (in Tulsa co...	24,302
74136	Tulsa, OK (in Tulsa coun...	25,306	74133	Tulsa, OK (in Tulsa coun...	24,042
74116	Tulsa, OK (in Tulsa coun...	22,969	73505	Lawton, OK (in Comanc...	23,377
73505	Lawton, OK (in Comanc...	21,482	74014	Broken Arrow, OK (in W...	22,562

Inbound and Outbound Migration

The table below analyzes past and current residents of PSO- Served Oklahoma Counties. The left column shows residents of other counties migrating to PSO- Served Oklahoma Counties. The right column shows residents migrating from PSO- Served Oklahoma Counties to other counties.

As of 2021, **4,380** people have migrated from Oklahoma County, OK to PSO- Served Oklahoma Counties. In the same year, **4,111** people left PSO- Served Oklahoma Counties migrating to Oklahoma County, OK. The total Net Migration for PSO- Served Oklahoma Counties in 2021 was **11,161**.



Top Previous Counties	Migrations
Oklahoma County, OK	4,380
Cleveland County, OK	2,843
Creek County, OK	2,712
Canadian County, OK	1,481
Muskogee County, OK	1,270

Top Previous Counties	Migrations
Harris County, TX	875
Tarrant County, TX	862
Payne County, OK	845
Dallas County, TX	792
Benton County, AR	714
Cherokee County, OK	703
Los Angeles County, CA	611
El Paso County, CO	599
Maricopa County, AZ	596
Sebastian County, AR	509
Top Following Counties	Migrations
Oklahoma County, OK	4,111
Creek County, OK	2,933
Cleveland County, OK	2,483
Canadian County, OK	1,489
Muskogee County, OK	1,435
Tarrant County, TX	860
Payne County, OK	758
Cherokee County, OK	716
Benton County, AR	672
Dallas County, TX	630
Harris County, TX	611
Pottawatomie County, OK	567
Sebastian County, AR	556
Collin County, TX	512

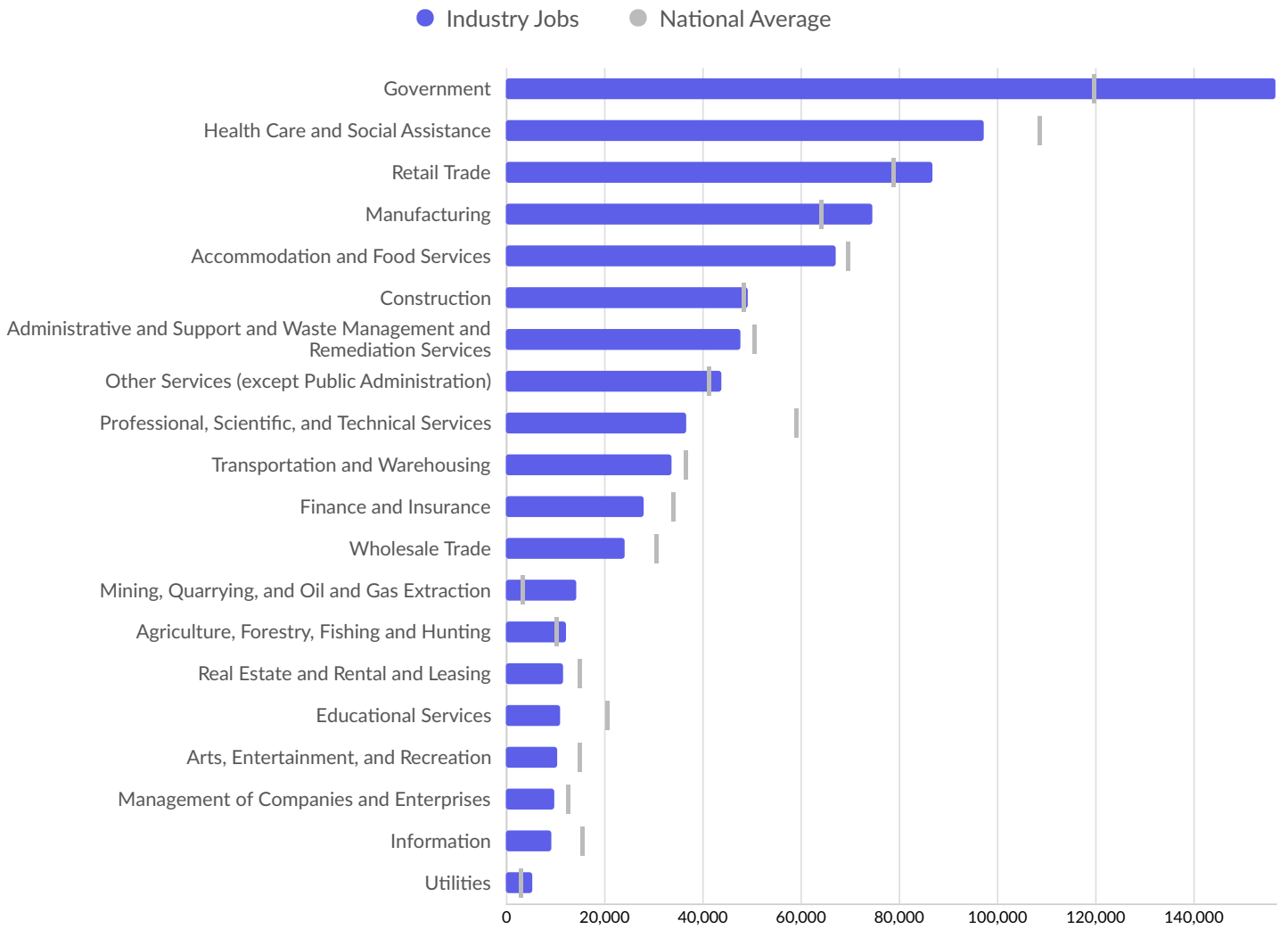
Top Following Counties**Migrations**

Bryan County, OK

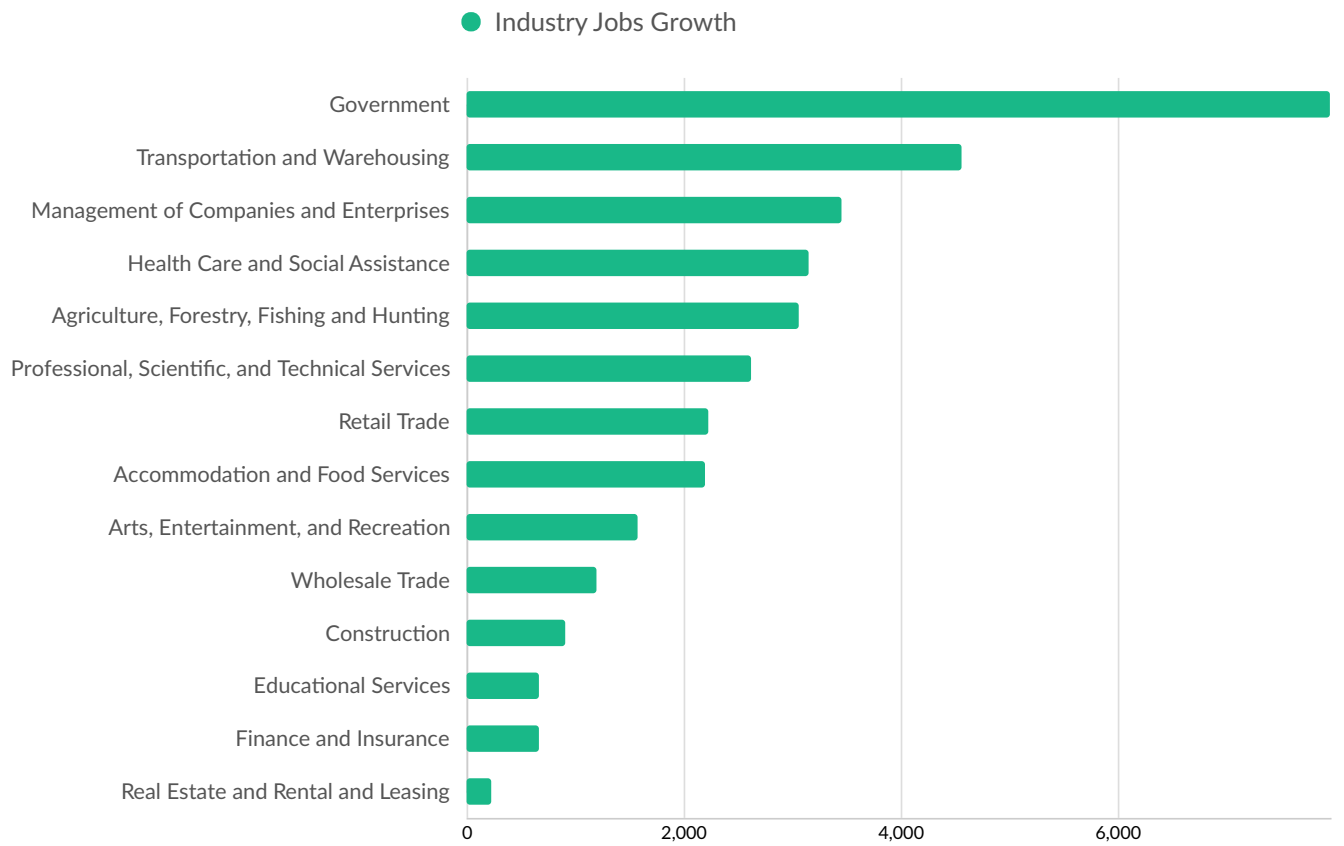
504

Industry Characteristics

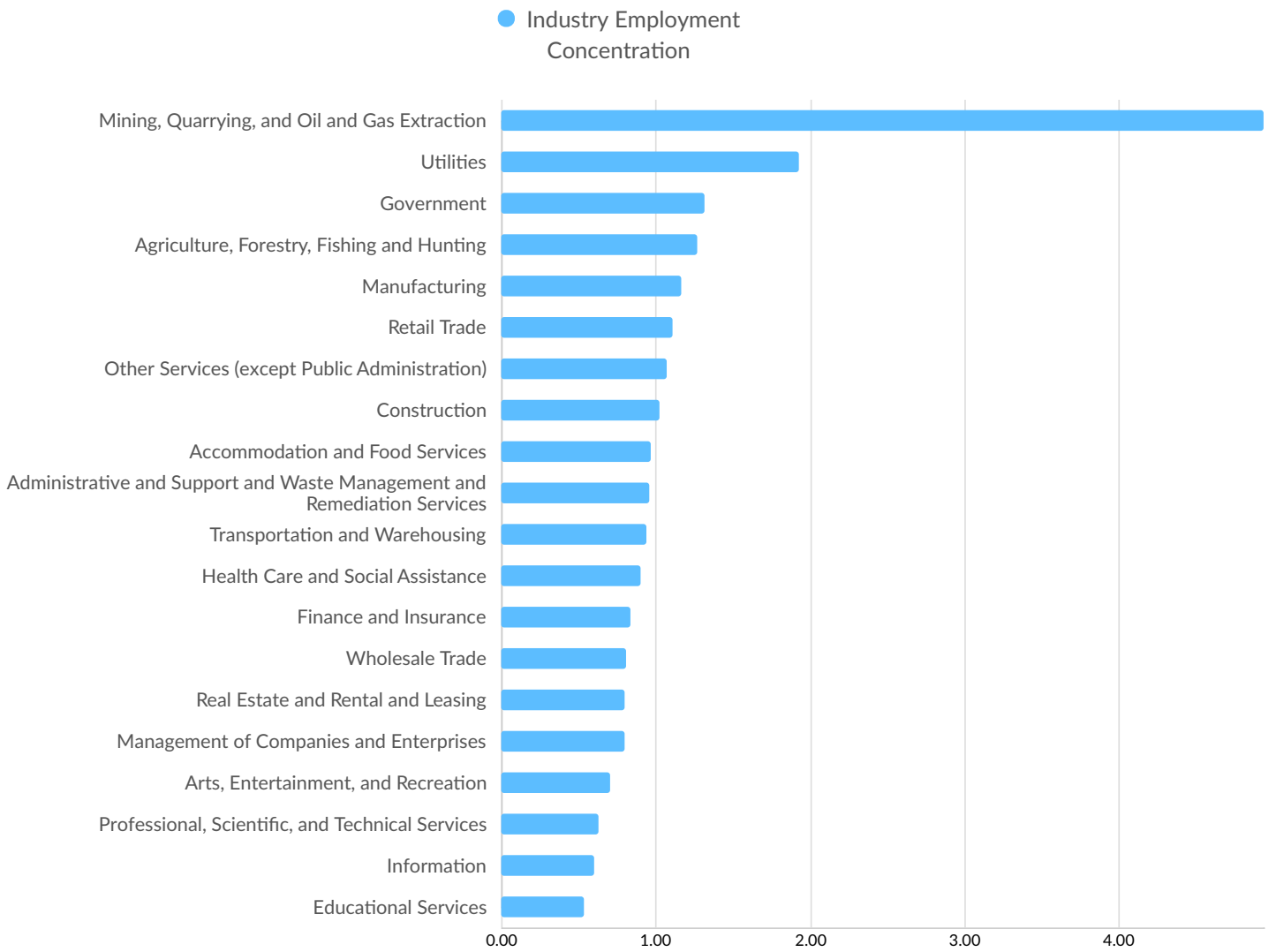
Largest Industries



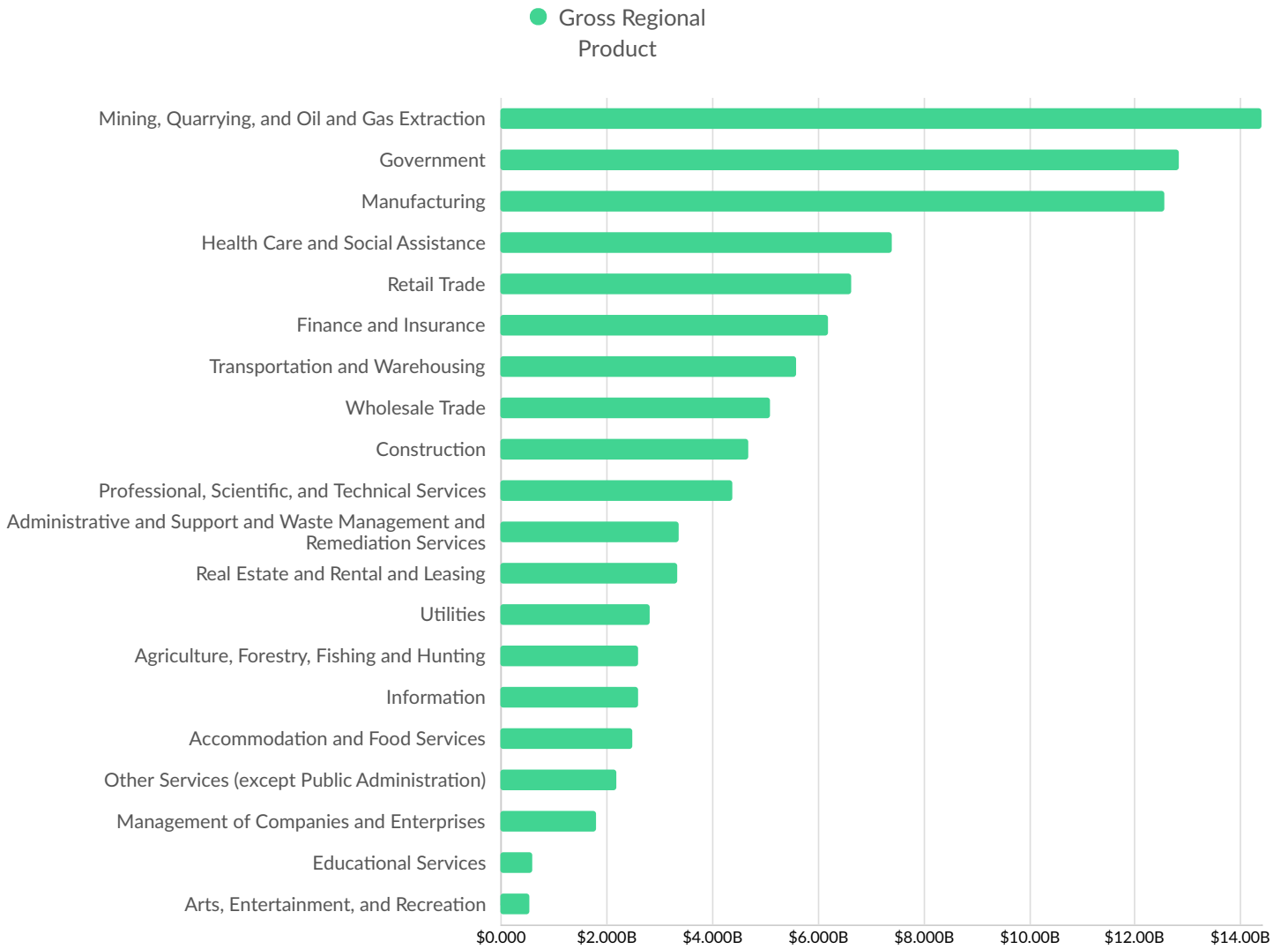
Top Growing Industries



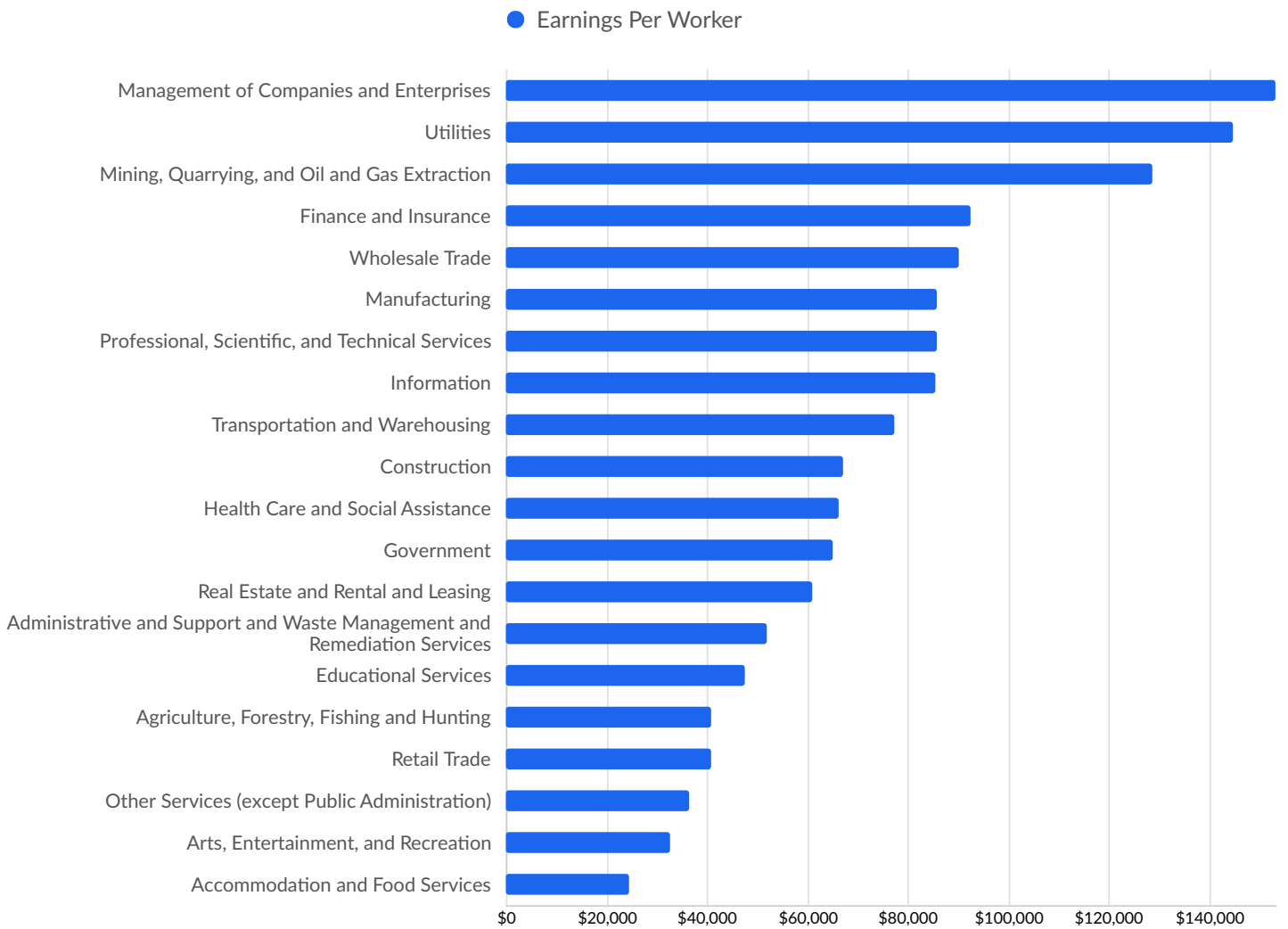
Top Industry Employment Concentration



Top Industry GRP


















Top Industry Earnings



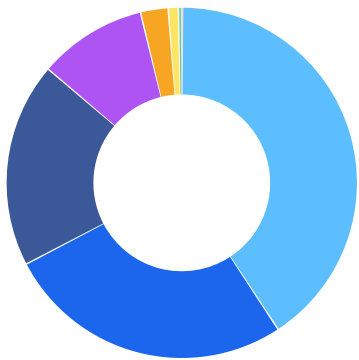
Business Characteristics

118,360 Companies Employ Your Workers

Online profiles for your workers mention 118,360 companies as employers, with the top 10 appearing below. In the last 12 months, 12,222 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
United States Army	4,837 	Saint Francis Health System	1,906 
Walmart	3,677 	Stand-By Personnel	1,840 
Tulsa Public Schools	3,666 	Dollar General	1,660 
State of Oklahoma	2,890 	Ascension	1,602 
Saint Francis Health System	2,631 	Walmart	1,592 
American Airlines Group	2,493 	Choctaw Nation Of Oklahoma	1,534 
Hillcrest Healthcare System	2,393 	Hillcrest Healthcare System	1,419 
Tulsa Community College	1,912 	Ardent Health Services	1,168 
Oklahoma State University	1,792 	ManpowerGroup	1,121 
Oneok	1,762 	Elara Caring	946 

Business Size



	Percentage	Business Count
● 1 to 4 employees	40.7%	34,622
● 5 to 9 employees	26.6%	22,637
● 10 to 19 employees	18.9%	16,078
● 20 to 49 employees	10.0%	8,499
● 50 to 99 employees	2.5%	2,167
● 100 to 249 employees	0.9%	800
● 250 to 499 employees	0.3%	239
● 500+ employees	0.1%	80

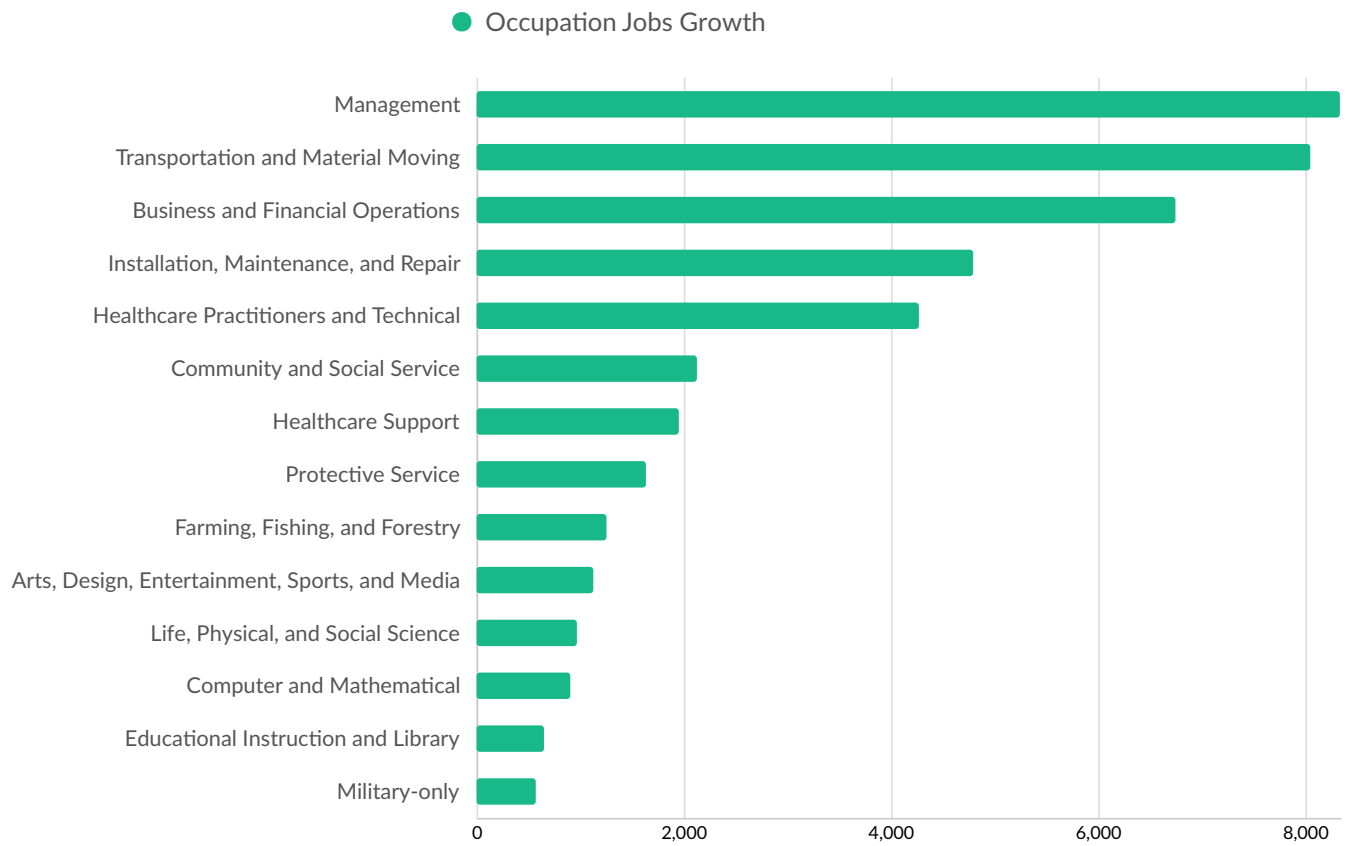
*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the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

Workforce Characteristics

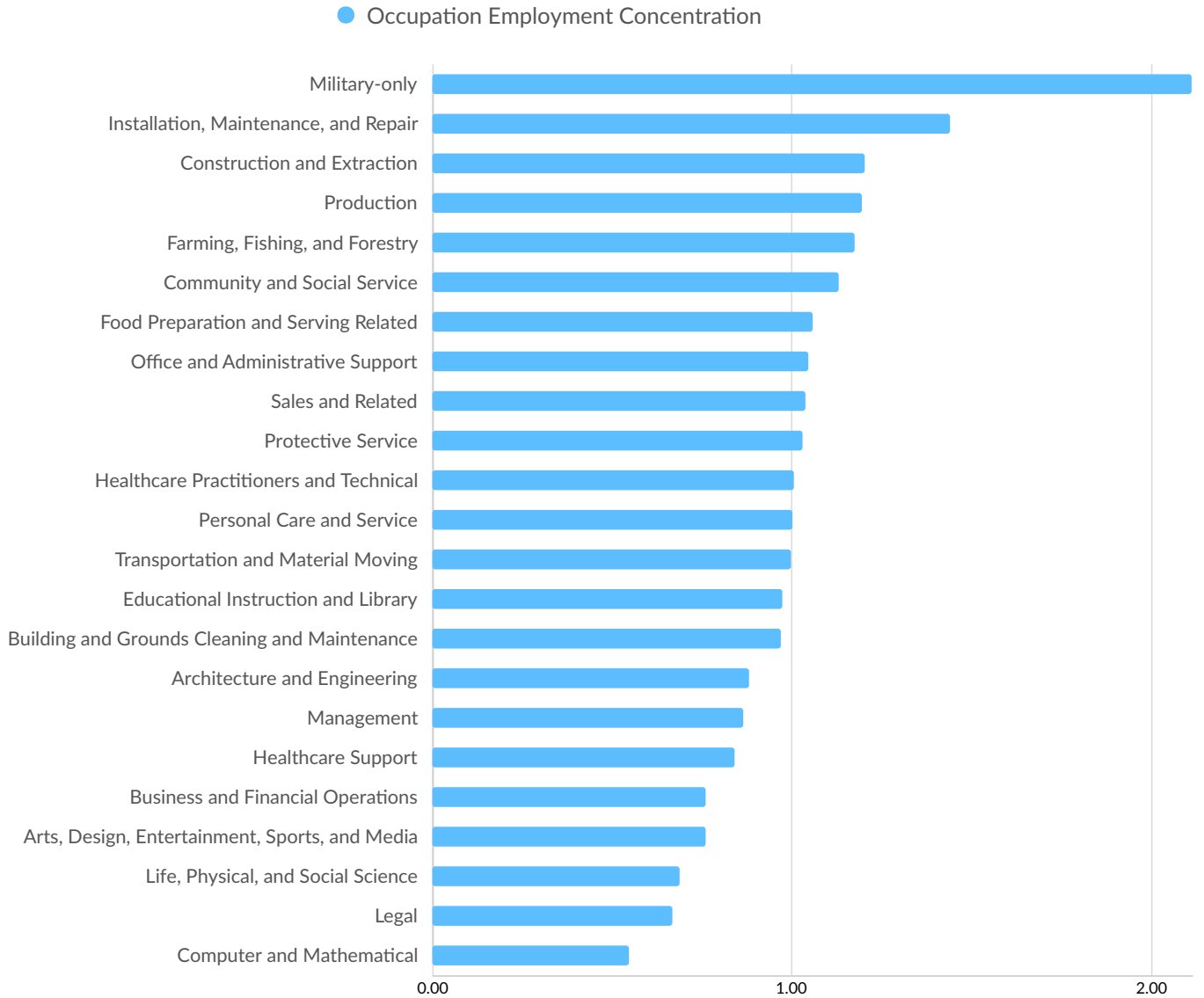
Largest Occupations



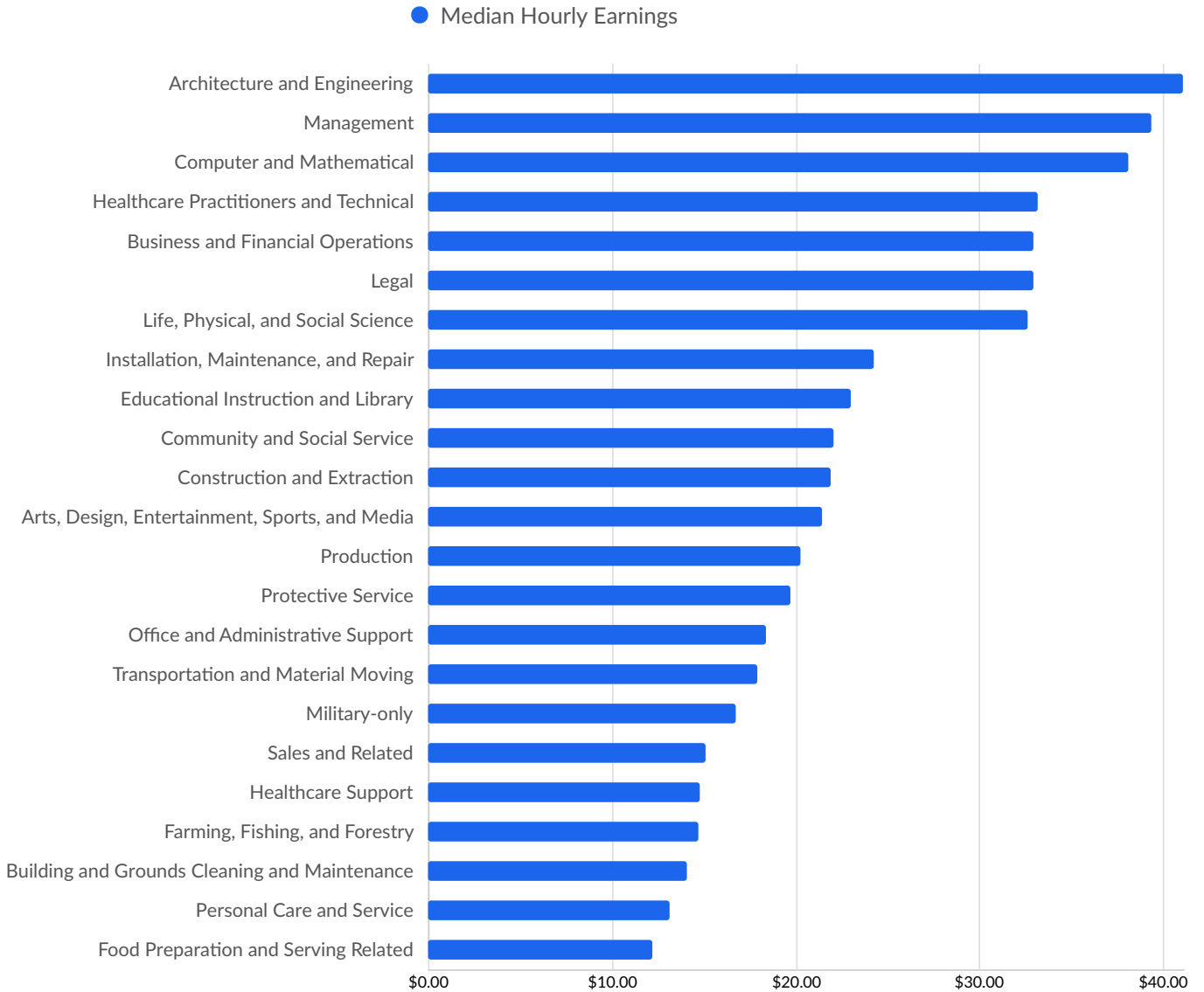
Top Growing Occupations



Top Occupation Employment Concentration

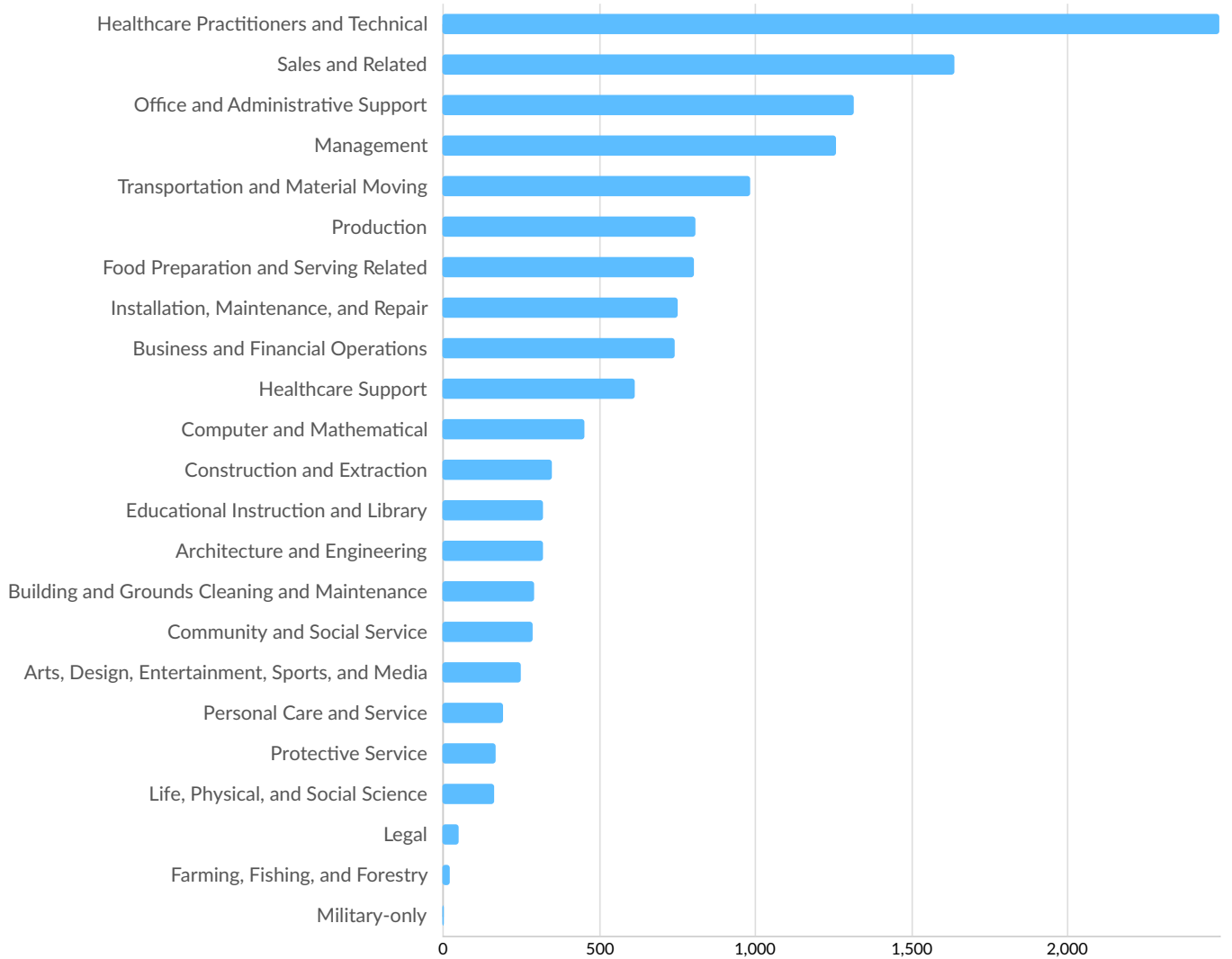


Top Occupation Earnings

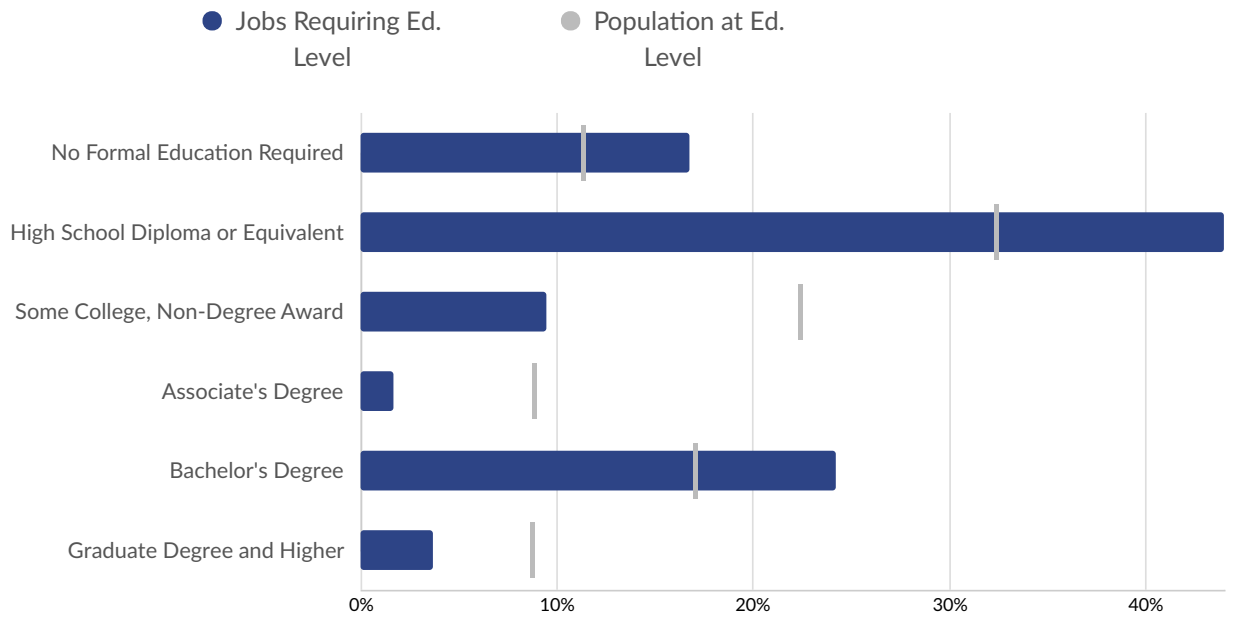


Top Posted Occupations

● Unique Average Monthly Postings

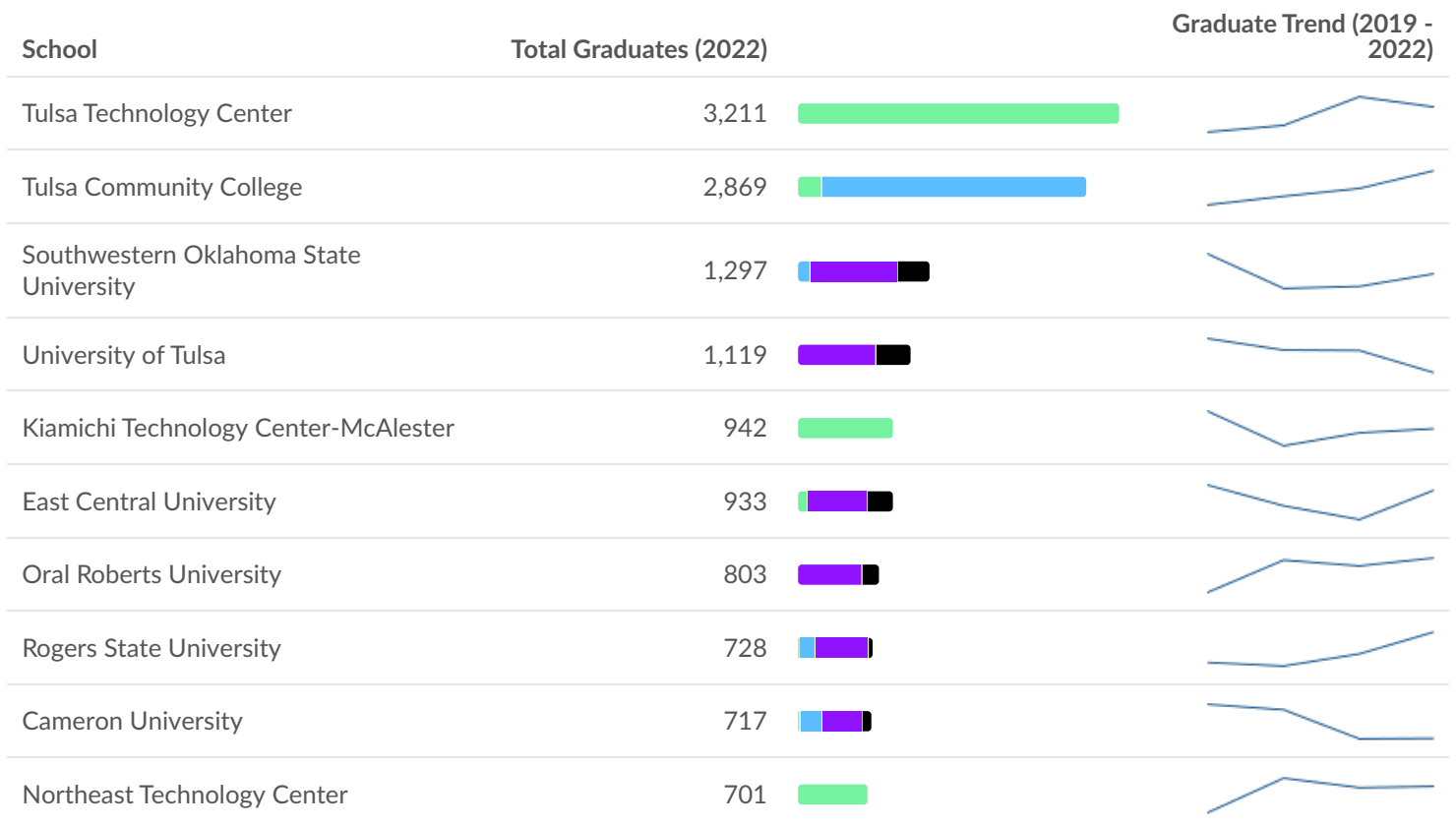


Underemployment



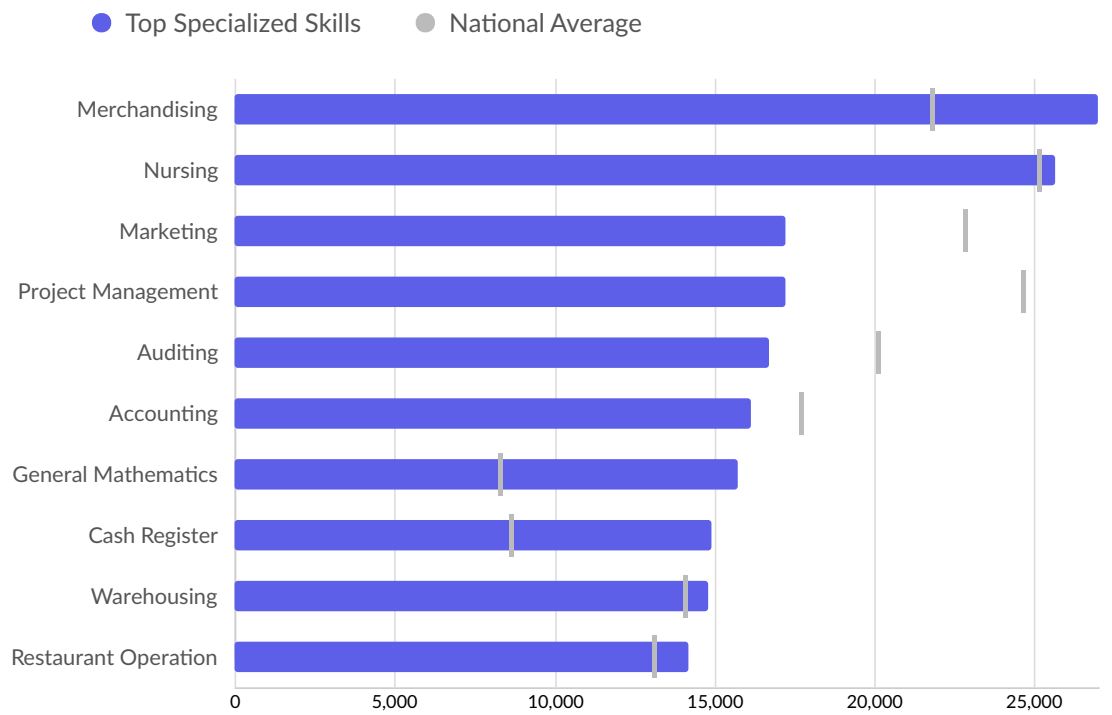
Educational Pipeline

In 2022, there were 20,527 graduates in PSO- Served Oklahoma Counties. This pipeline has grown by 8% over the last 4 years. The highest share of these graduates come from "Welding Technology/Welder" (Certificate), "General Studies" (Associate's), and "Business Administration and Management, General" (Associate's).



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

In-Demand Skills



Appendix A (Geographies)

Code	Description
40005	Atoka County, OK
40009	Beckham County, OK
40015	Caddo County, OK
40023	Choctaw County, OK
40029	Coal County, OK
40031	Comanche County, OK
40033	Cotton County, OK
40035	Craig County, OK
40039	Custer County, OK
40041	Delaware County, OK
40043	Dewey County, OK
40051	Grady County, OK

Code	Description
40055	Greer County, OK
40057	Harmon County, OK
40061	Haskell County, OK
40063	Hughes County, OK
40065	Jackson County, OK
40067	Jefferson County, OK
40069	Johnston County, OK
40075	Kiowa County, OK
40077	Latimer County, OK
40079	Le Flore County, OK
40087	McClain County, OK
40089	McCurtain County, OK

Code	Description	Code	Description
40091	McIntosh County, OK	40127	Pushmataha County, OK
40097	Mayes County, OK	40129	Roger Mills County, OK
40105	Nowata County, OK	40131	Rogers County, OK
40107	Okfuskee County, OK	40137	Stephens County, OK
40111	Okmulgee County, OK	40141	Tillman County, OK
40113	Osage County, OK	40143	Tulsa County, OK
40115	Ottawa County, OK	40145	Wagoner County, OK
40117	Pawnee County, OK	40147	Washington County, OK
40121	Pittsburg County, OK	40149	Washita County, OK
40123	Pontotoc County, OK		