



Cherokee County, OK

A Missouri, Oklahoma, and Kansas Economic Development Collaborative



105 North Rangeline PO Box 1706
Joplin, Missouri 64802

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Report Parameters

1 County

| | |
|-------|---------------------|
| 40021 | Cherokee 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

48,802

Population (2020)

Population **grew by 425** over the last 5 years and is projected to **grow by 308** over the next 5 years.

19,456

Total Regional Employment

Jobs **decreased by 213** over the last 5 years but are projected to **grow by 692** over the next 5 years.

\$40.9K

Median Household Income (2018)

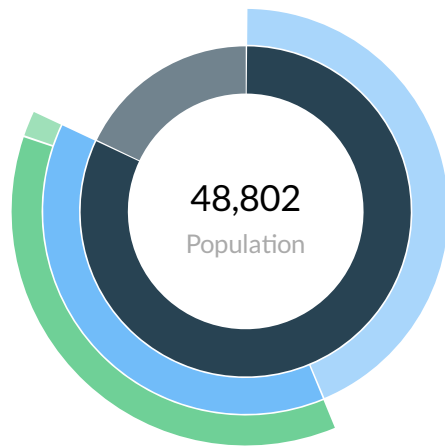
Median household income is **\$19.4K below** the national median household income of \$60.3K.

Takeaways

- As of 2020 the region's population **increased by 0.9%** since 2015, growing by 425. Population is expected to **increase by 0.6%** between 2020 and 2025, adding 308.
- From 2015 to 2020, jobs **declined by 1.1%** in Cherokee County, OK from 19,669 to **19,456**. This change **fell short of the national growth rate of 6.2% by 7.3%**. As the number of jobs declined, the **labor force participation rate decreased from 48.9% to 46.8% between 2015 and 2020**.
- Concerning educational attainment, **15.2% of Cherokee County, OK residents possess a Bachelor's Degree** (3.9% below the national average), and **6.4% hold an Associate's Degree** (1.8% below the national average).
- The top three industries in 2020 are Local Government, Excluding Education and Hospitals, Education and Hospitals (Local Government), and Education and Hospitals (State Government).

| | Population (2020) | Labor Force (2020) | Jobs (2020) | Cost of Living | GRP | Imports | Exports |
|--------|----------------------|--------------------------|-------------|----------------------|----------|---------|---------|
| Region | 48,802 | 18,714 | 19,456 | 90.1 | \$1.31B | \$2.69B | \$2.17B |
| Nation | 330,354,682 | 160,966,313 | 166,243,585 | 100.0 | \$21.12T | \$0 | \$8.97T |

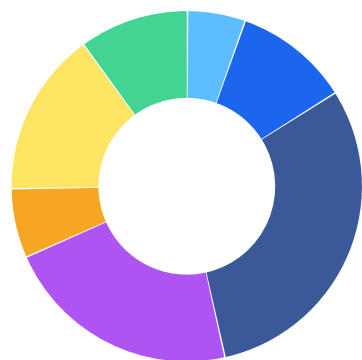
2020 Labor Force Breakdown



| | Population |
|--------------------------------|------------|
| ● Total Working Age Population | 40,011 |
| ● Not in Labor Force (15+) | 21,297 |
| ● Labor Force | 18,714 |
| ● Employed | 17,810 |
| ● Unemployed | 904 |
| ● Under 15 | 8,791 |

Educational Attainment

Concerning educational attainment, **15.2% of Cherokee County, OK residents possess a Bachelor's Degree** (3.9% below the national average), and **6.4% hold an Associate's Degree** (1.8% below the national average).

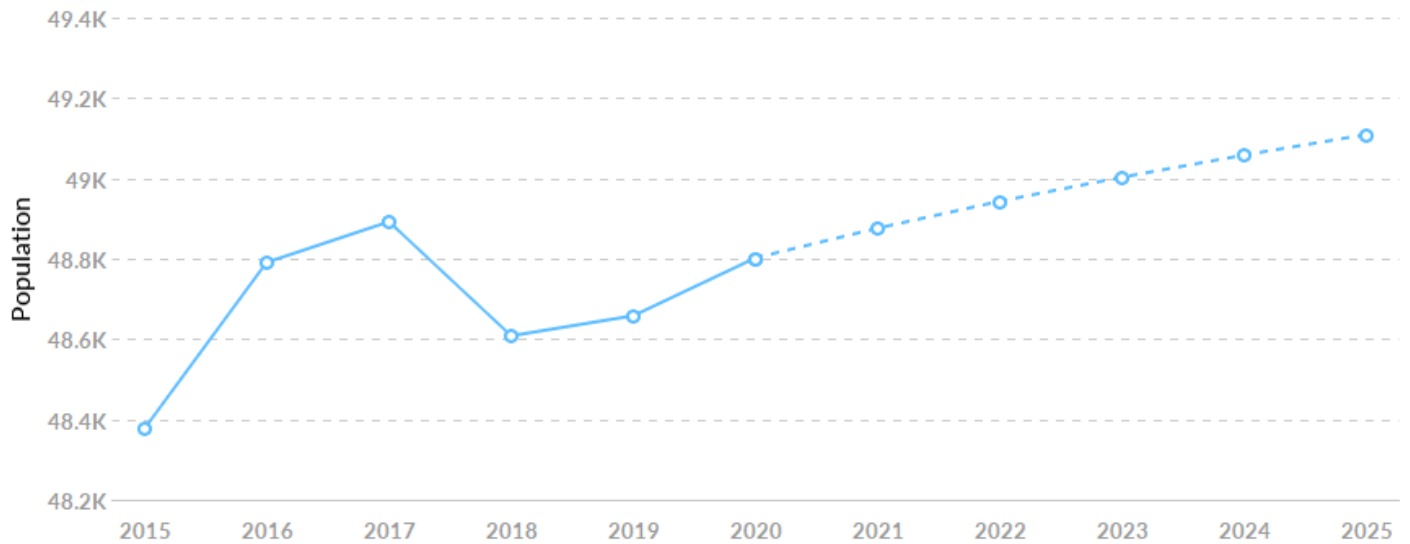


| | % of Population | Population |
|------------------------------|-----------------|------------|
| ● Less Than 9th Grade | 5.3% | 1,666 |
| ● 9th Grade to 12th Grade | 10.7% | 3,324 |
| ● High School Diploma | 30.4% | 9,494 |
| ● Some College | 21.9% | 6,828 |
| ● Associate's Degree | 6.4% | 1,994 |
| ● Bachelor's Degree | 15.2% | 4,744 |
| ● Graduate Degree and Higher | 10.1% | 3,148 |

Historic & Projected Trends

Population Trends

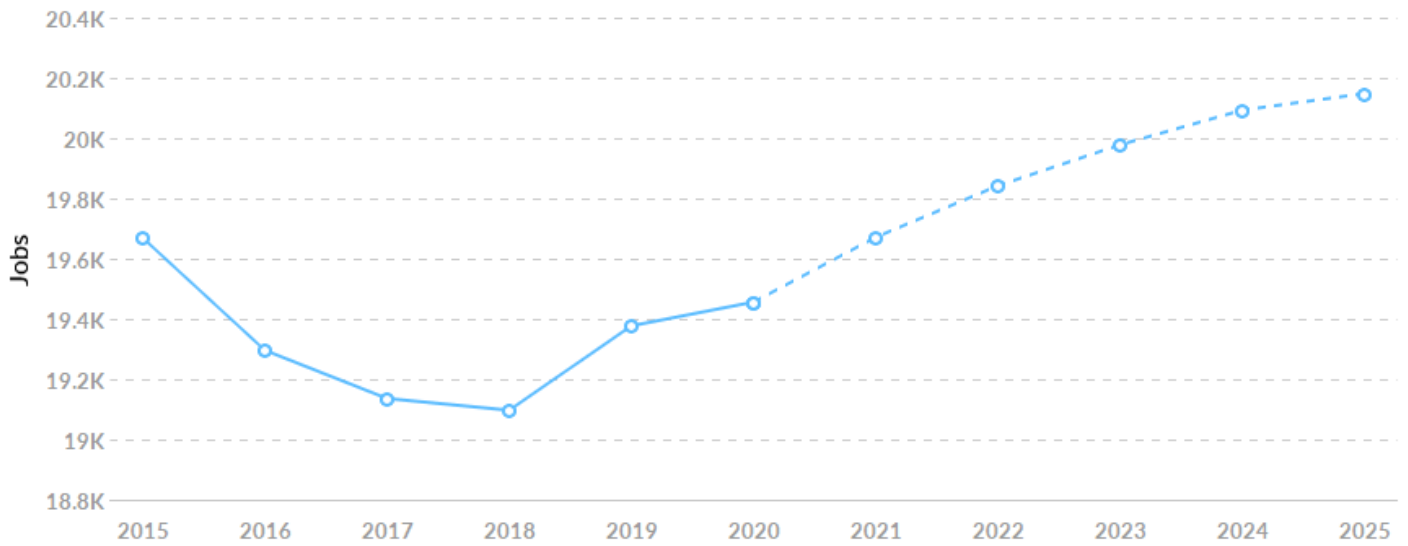
As of 2020 the region's population **increased by 0.9%** since 2015, growing by 425. Population is expected to **increase by 0.6%** between 2020 and 2025, adding 308.



| Timeframe | Population |
|-----------|------------|
| 2015 | 48,377 |
| 2016 | 48,791 |
| 2017 | 48,892 |
| 2018 | 48,608 |
| 2019 | 48,658 |
| 2020 | 48,802 |
| 2021 | 48,876 |
| 2022 | 48,943 |
| 2023 | 49,003 |
| 2024 | 49,058 |
| 2025 | 49,109 |

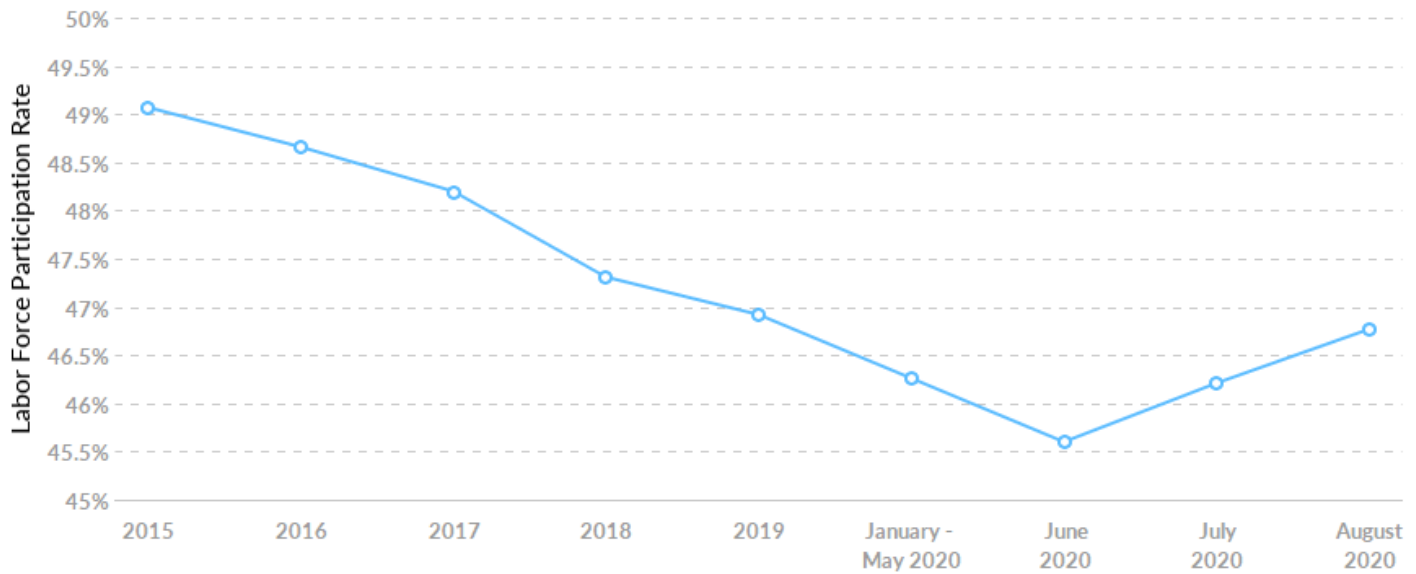
Job Trends

From 2015 to 2020, jobs **declined by 1.1%** in Cherokee County, OK from 19,669 to **19,456**. This change **fell short of the national growth rate of 6.2%** by 7.3%.



| Timeframe | Jobs |
|-----------|--------|
| 2015 | 19,669 |
| 2016 | 19,296 |
| 2017 | 19,136 |
| 2018 | 19,097 |
| 2019 | 19,377 |
| 2020 | 19,456 |
| 2021 | 19,671 |
| 2022 | 19,842 |
| 2023 | 19,978 |
| 2024 | 20,093 |
| 2025 | 20,148 |

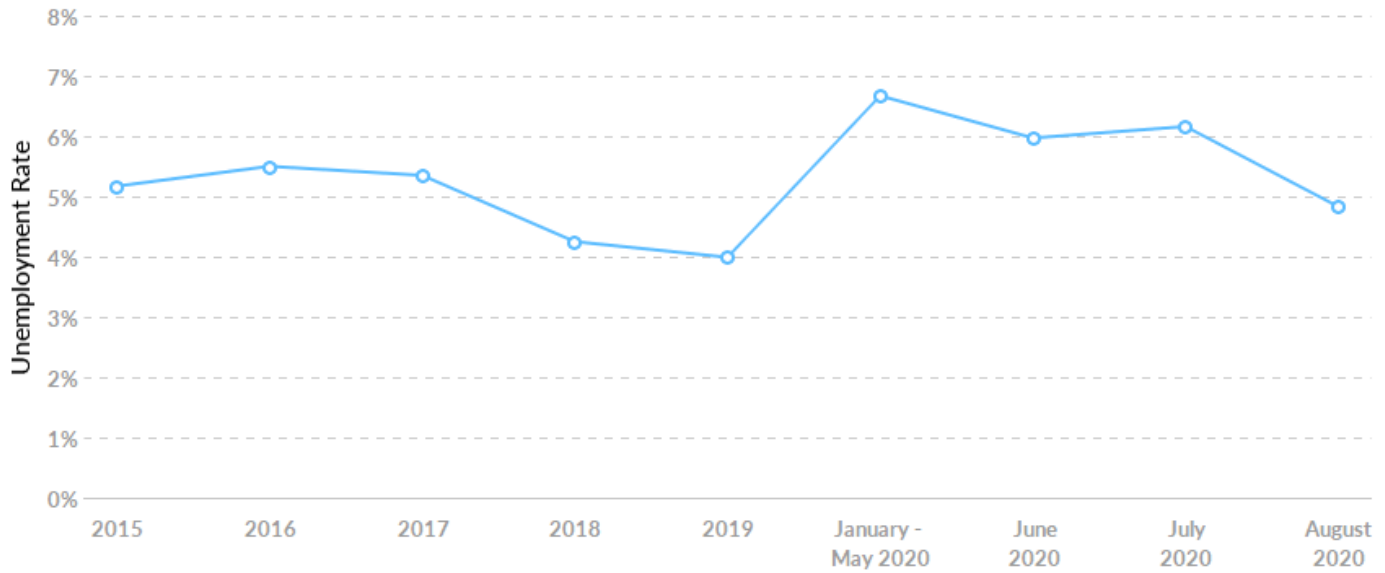
Labor Force Participation Rate Trends



| Timeframe | Labor Force Participation Rate |
|--------------------|--------------------------------|
| 2015 | 49.07% |
| 2016 | 48.66% |
| 2017 | 48.20% |
| 2018 | 47.31% |
| 2019 | 46.92% |
| January - May 2020 | 46.26% |
| June 2020 | 45.60% |
| July 2020 | 46.21% |
| August 2020 | 46.77% |

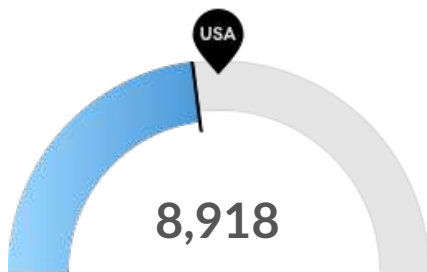
Unemployment Rate Trends

Cherokee County, OK had an August 2020 unemployment rate of 4.83%, **decreasing from 5.17%** 5 years before.



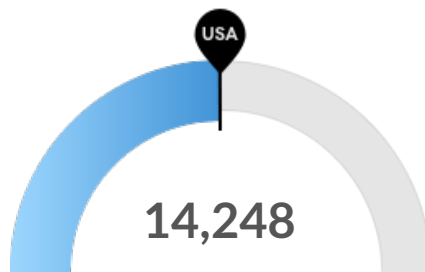
| Timeframe | Unemployment Rate |
|--------------------|-------------------|
| 2015 | 5.17% |
| 2016 | 5.50% |
| 2017 | 5.35% |
| 2018 | 4.25% |
| 2019 | 3.99% |
| January - May 2020 | 6.67% |
| June 2020 | 5.97% |
| July 2020 | 6.16% |
| August 2020 | 4.83% |

Population Characteristics



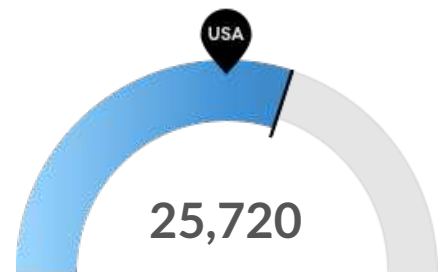
Millennials

Cherokee County, OK has 8,918 millennials (ages 25-39). The national average for an area this size is 10,032.



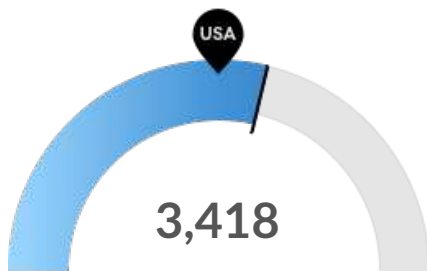
Retiring Soon

Retirement risk is about average in Cherokee County, OK. The national average for an area this size is 14,306 people 55 or older, while there are 14,248 here.



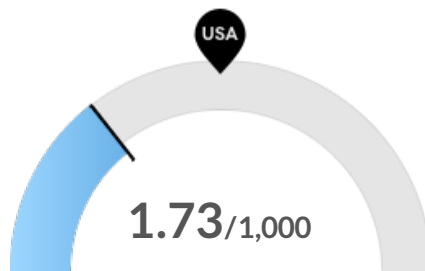
Racial Diversity

Racial diversity is high in Cherokee County, OK. The national average for an area this size is 19,409 racially diverse people, while there are 25,720 here.



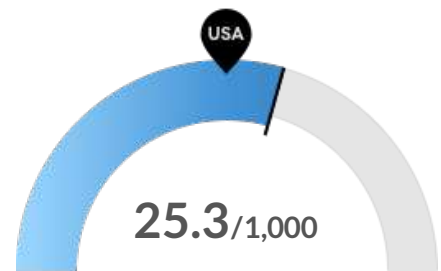
Veterans

Cherokee County, OK has 3,418 veterans. The national average for an area this size is 2,769.



Violent Crime

Cherokee County, OK has 1.73 violent crimes per 1,000 people. The national rate is 3.53 per 1,000 people.

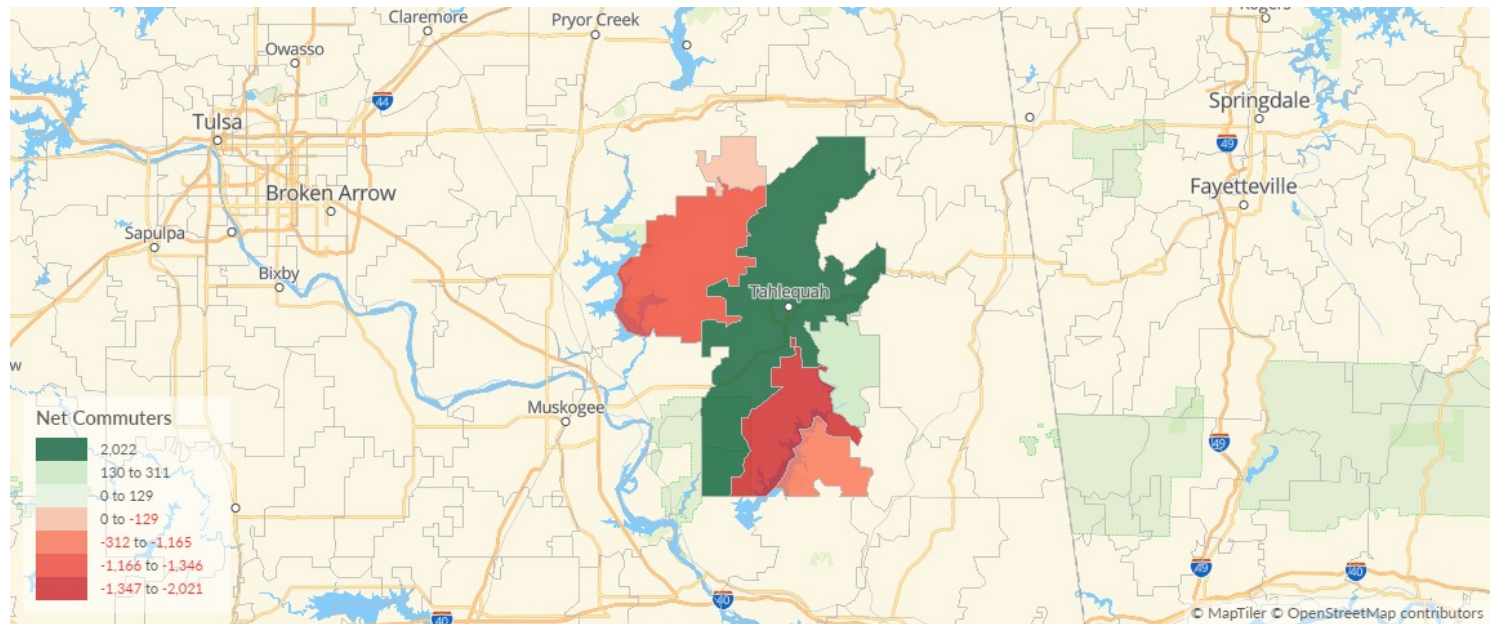


Property Crime

Cherokee County, OK has 25.3 property crimes per 1,000 people. The national rate is 19.79 per 1,000 people.

Place of Work vs Place of Residence

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



Where Talent Works

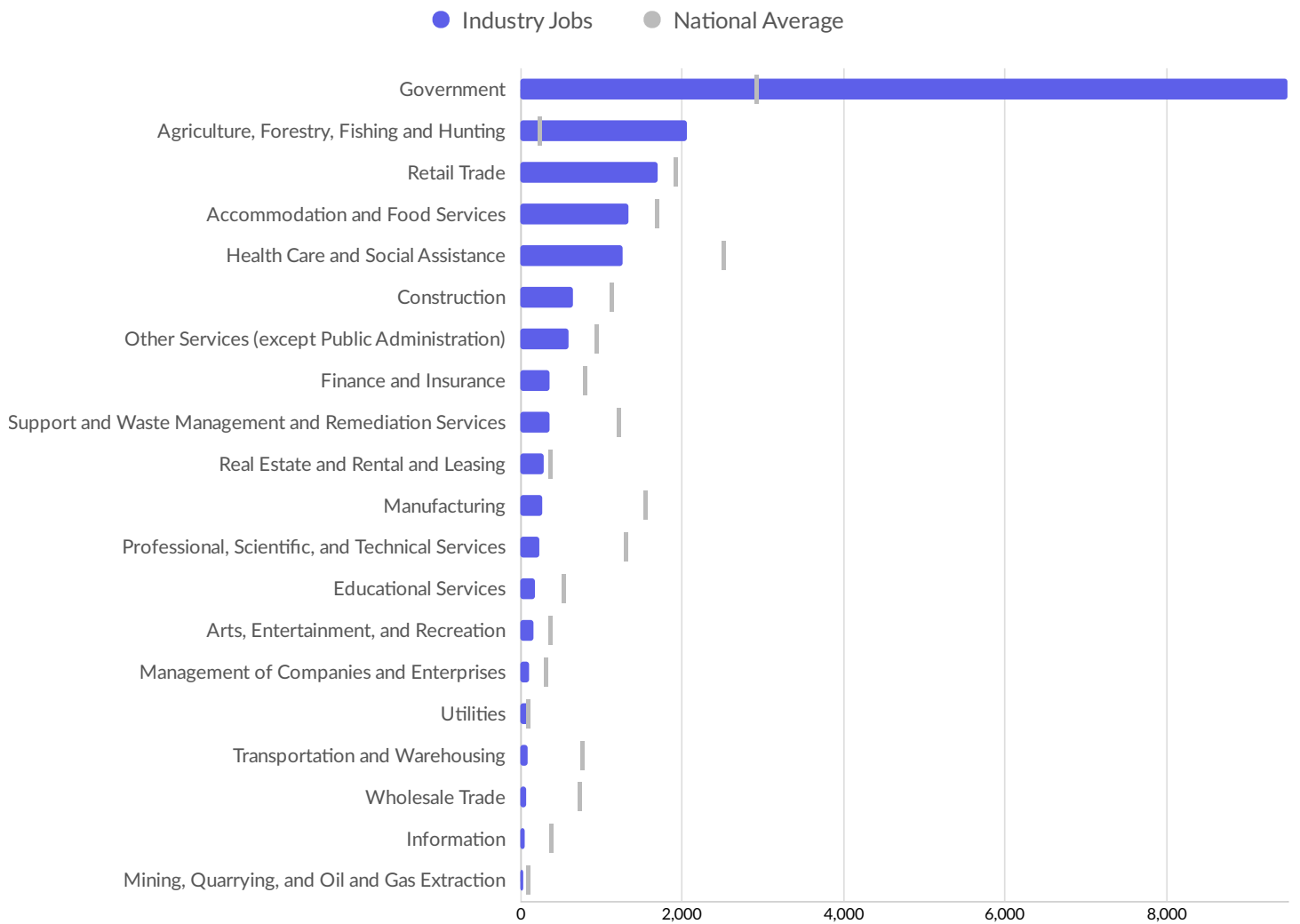
| ZIP | Name | 2020 Employment |
|-------|----------------------------|-----------------|
| 74464 | Tahlequah, OK (in Chero... | 16,010 |
| 74441 | Hulbert, OK (in Cheroke... | 1,284 |
| 74451 | Park Hill, OK (in Chero... | 975 |
| 74471 | Welling, OK (in Cheroke... | 581 |
| 74465 | Tahlequah, OK (in Chero... | 229 |

Where Talent Lives

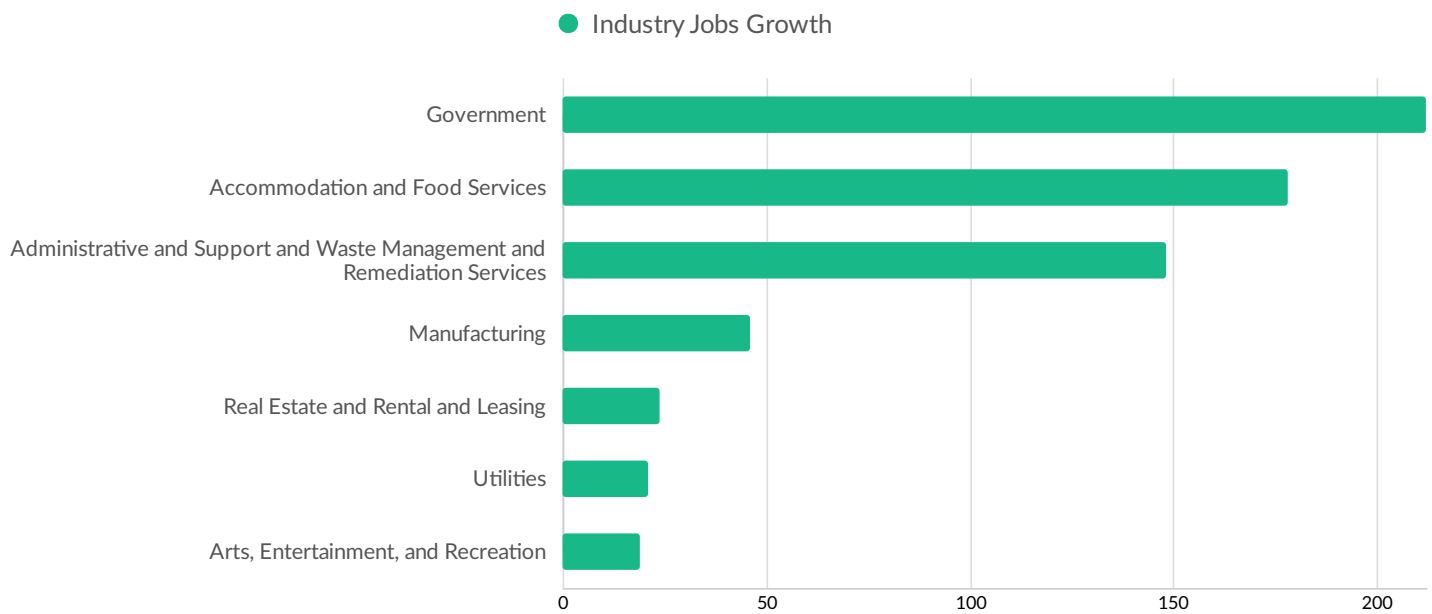
| ZIP | Name | 2020 Workers |
|-------|----------------------------|--------------|
| 74464 | Tahlequah, OK (in Chero... | 13,988 |
| 74441 | Hulbert, OK (in Cheroke... | 2,451 |
| 74451 | Park Hill, OK (in Chero... | 2,322 |
| 74427 | Cookson, OK (in Chero... | 580 |
| 74465 | Tahlequah, OK (in Chero... | 542 |

Industry Characteristics

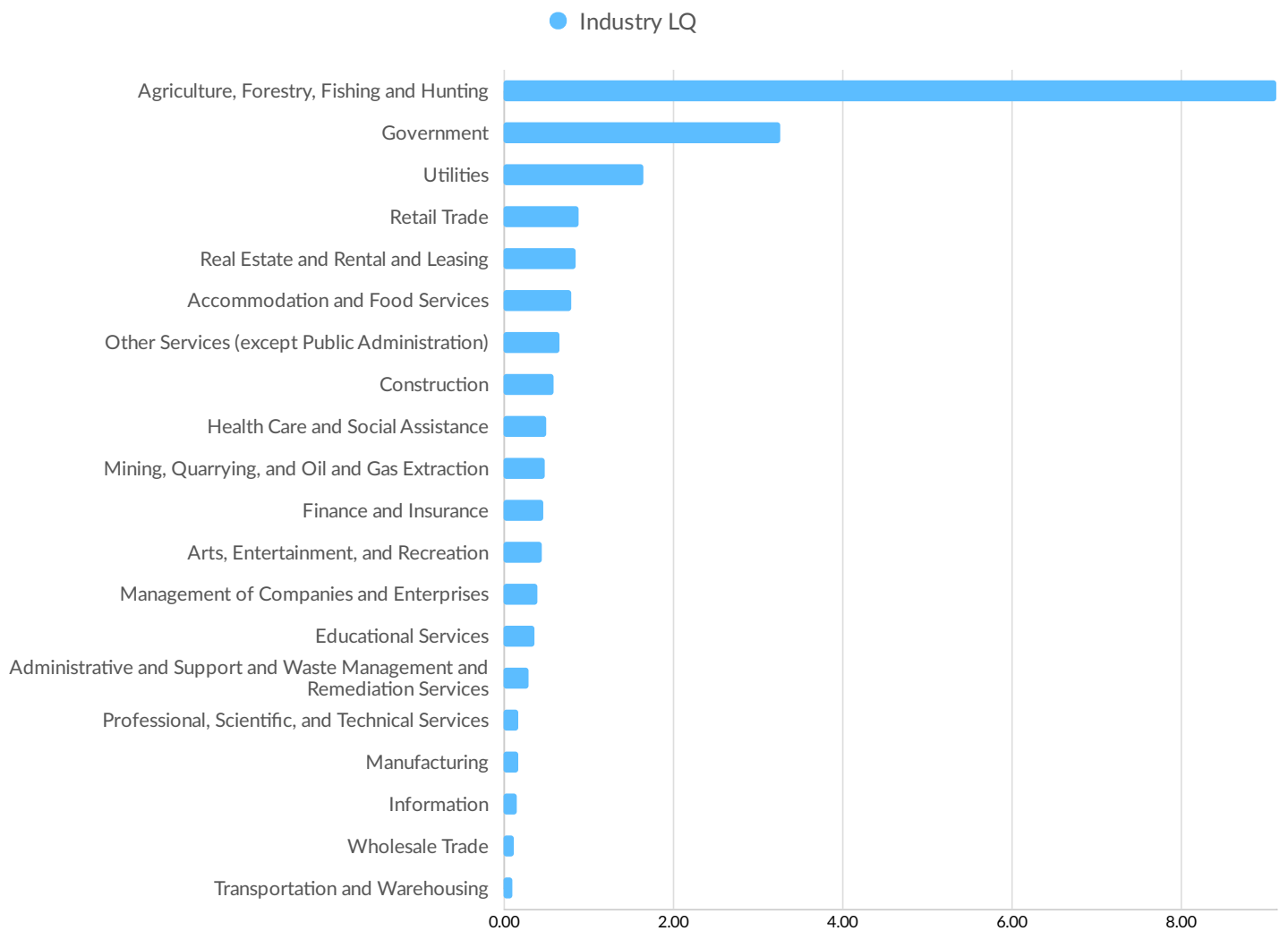
Largest Industries



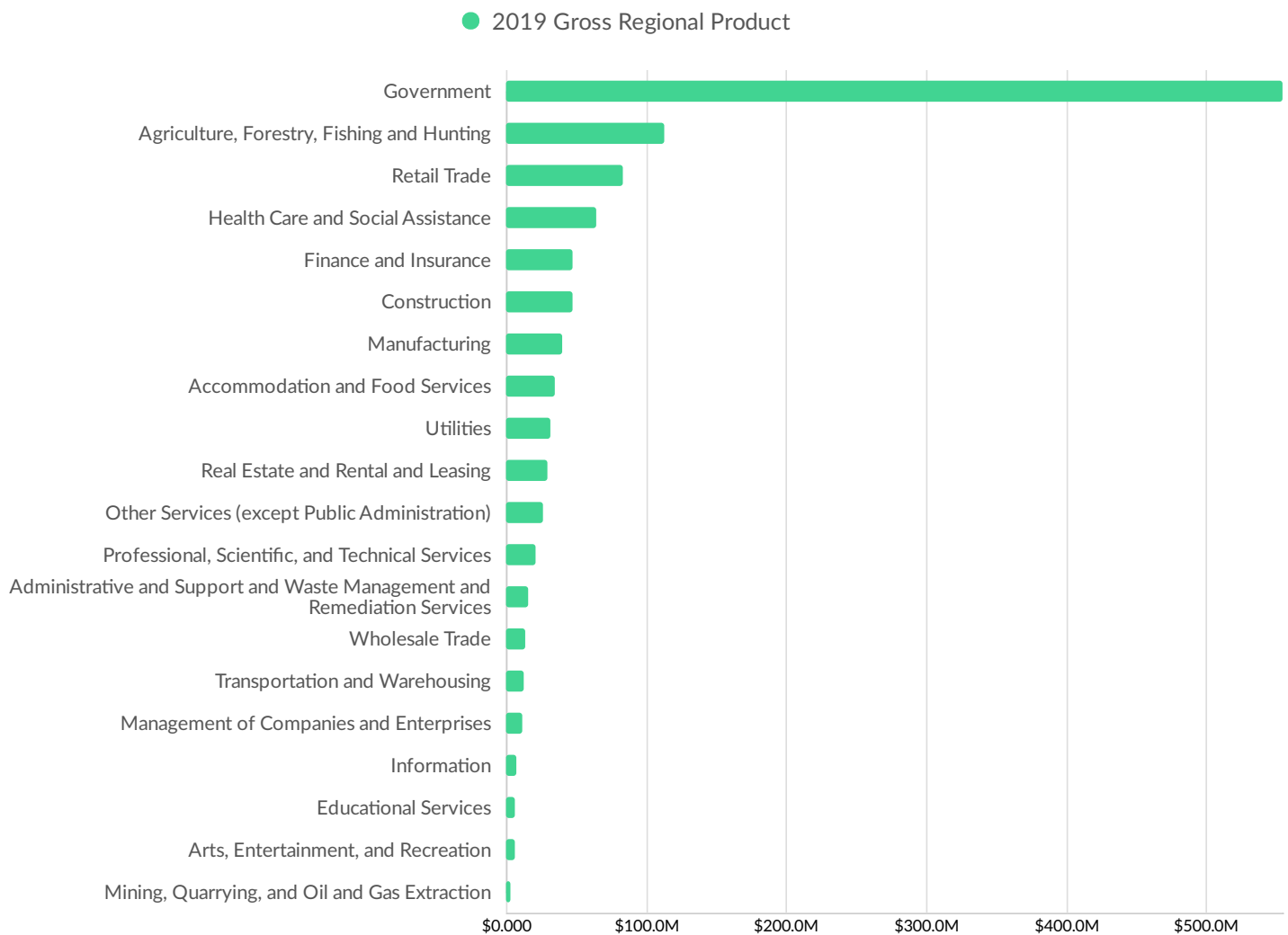
Top Growing Industries



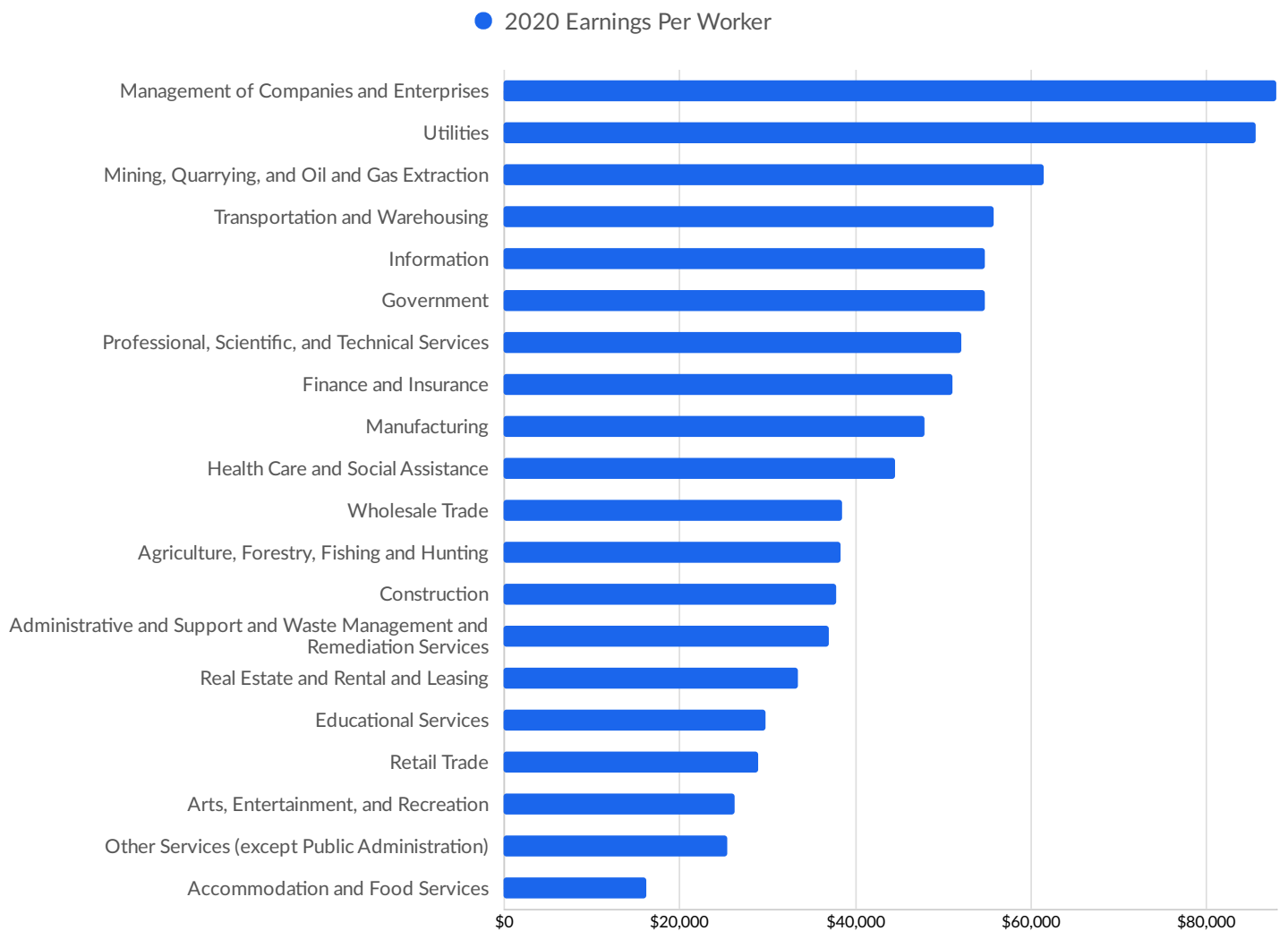
Top Industry LQ



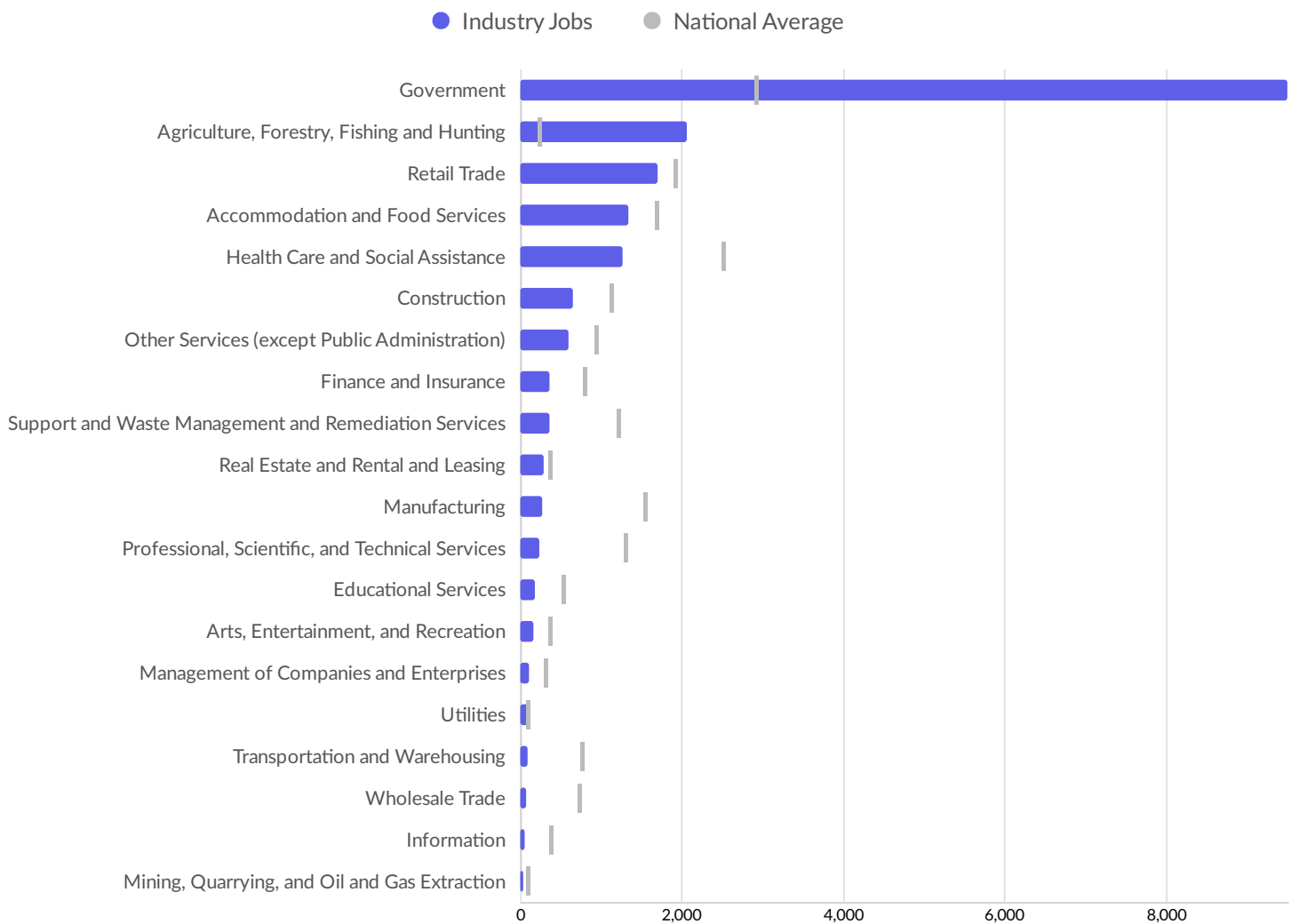
Top Industry GRP



Top Industry Earnings



Largest Industries



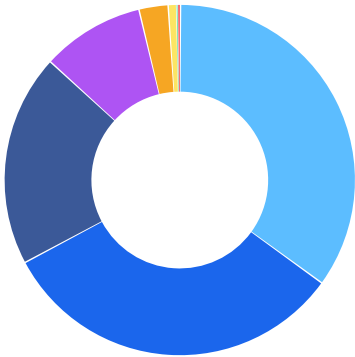
Business Characteristics

1,867 Companies Employ Your Workers

Online profiles for your workers mention 1,867 companies as employers, with the top 10 appearing below. In the last 12 months, 681 companies in Cherokee County, OK posted job postings, with the top 10 appearing below.

| Top Companies | Profiles | Top Companies Posting | Unique Postings |
|------------------------------------|-----------------|--------------------------------|-----------------|
| Northeastern State University | 309 <div></div> | The Cherokee Nation | 801 <div></div> |
| The Cherokee Nation | 220 <div></div> | CRST International, Inc. | 287 <div></div> |
| Tahlequah Public Works Authori... | 88 <div></div> | Dollar General Corporation | 169 <div></div> |
| Wal-Mart, Inc. | 69 <div></div> | Northeastern State University | 105 <div></div> |
| Northeastern Health Systems | 51 <div></div> | Northeastern Health Systems | 80 <div></div> |
| Tahlequah City Hospital Rehab S... | 45 <div></div> | Cherokee Nation Businesses LLC | 70 <div></div> |
| Greenleaf Nursery Co. | 28 <div></div> | NurseFly | 67 <div></div> |
| Dollar Rent A Car, Inc. | 22 <div></div> | U.S. Xpress, Inc. | 67 <div></div> |
| Lowe's Companies, Inc. | 21 <div></div> | Pegasus Transportation, Inc. | 63 <div></div> |
| Department of Veterans Affairs | 19 <div></div> | USA Truck, Inc. | 56 <div></div> |

Business Size

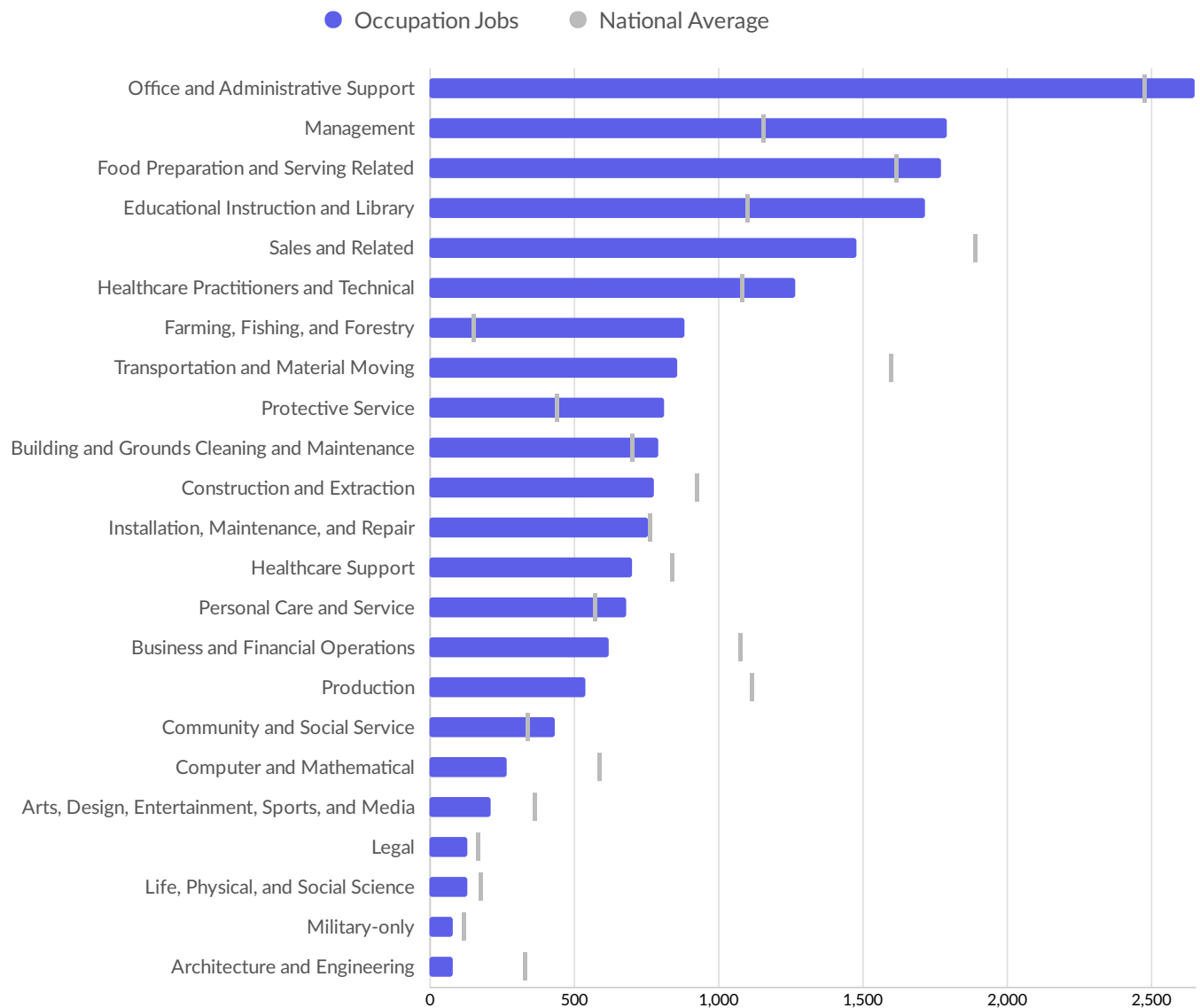


| | Percentage | Business Count |
|----------------------|------------|----------------|
| 1 to 4 employees | 34.9% | 494 |
| 5 to 9 employees | 32.2% | 456 |
| 10 to 19 employees | 19.6% | 277 |
| 20 to 49 employees | 9.5% | 134 |
| 50 to 99 employees | 2.7% | 38 |
| 100 to 249 employees | 0.8% | 11 |
| 250 to 499 employees | 0.1% | 1 |
| 500+ employees | 0.3% | 4 |

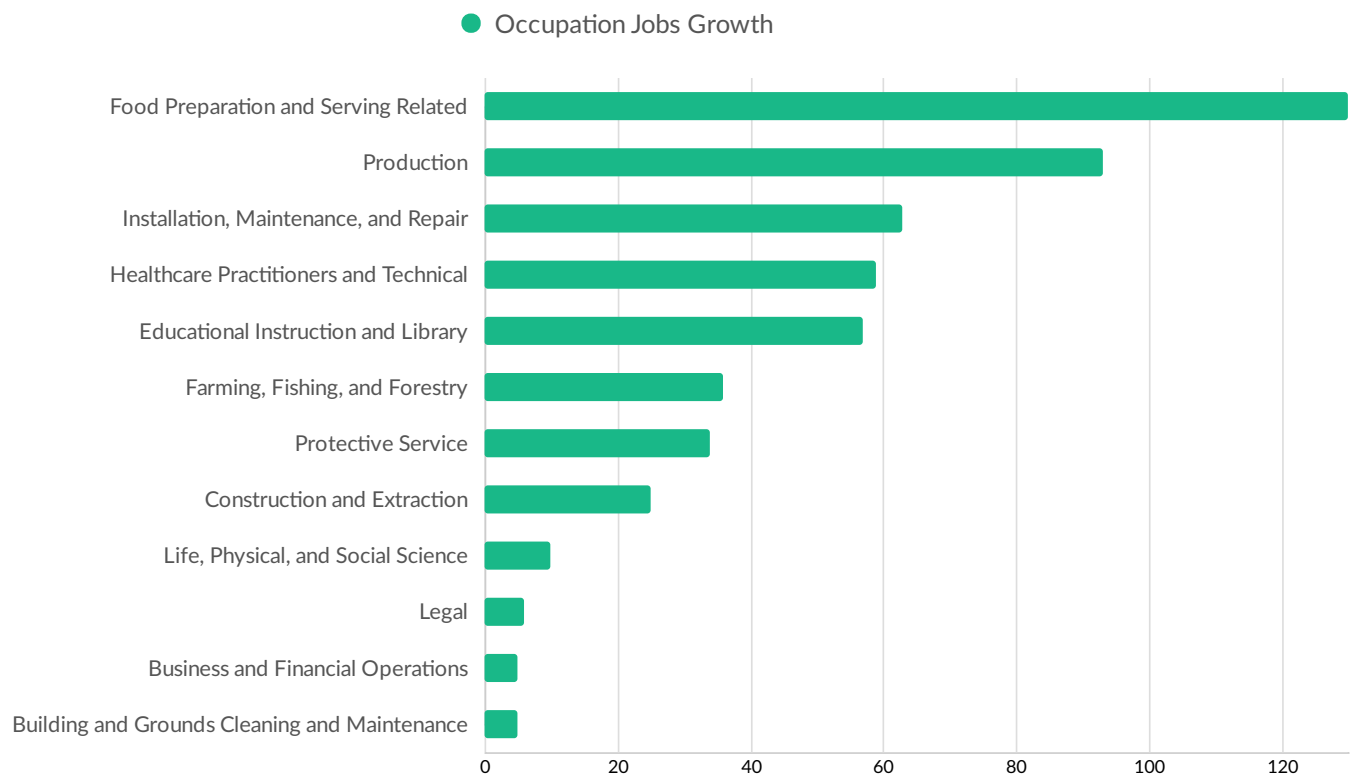
*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

Workforce Characteristics

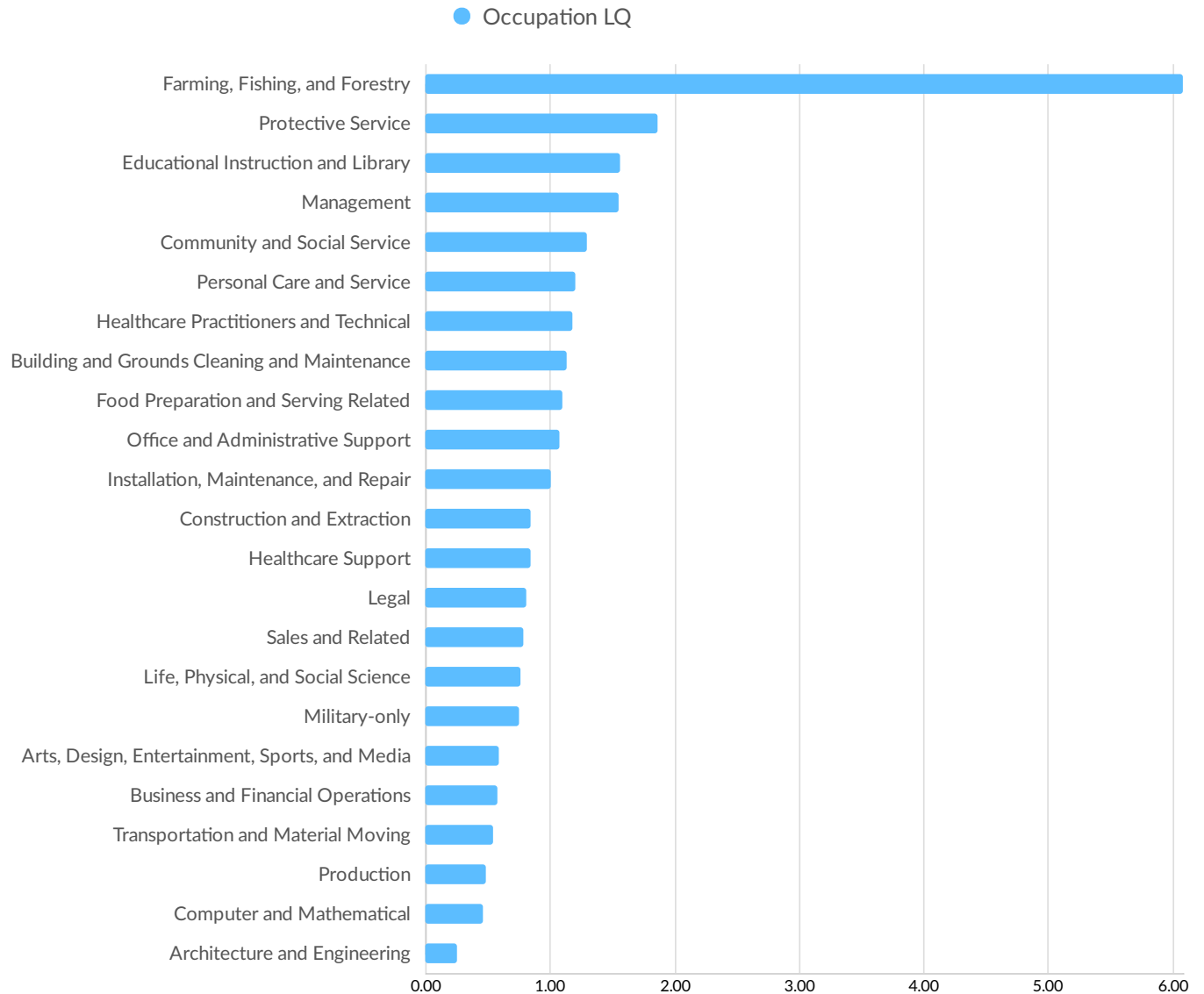
Largest Occupations



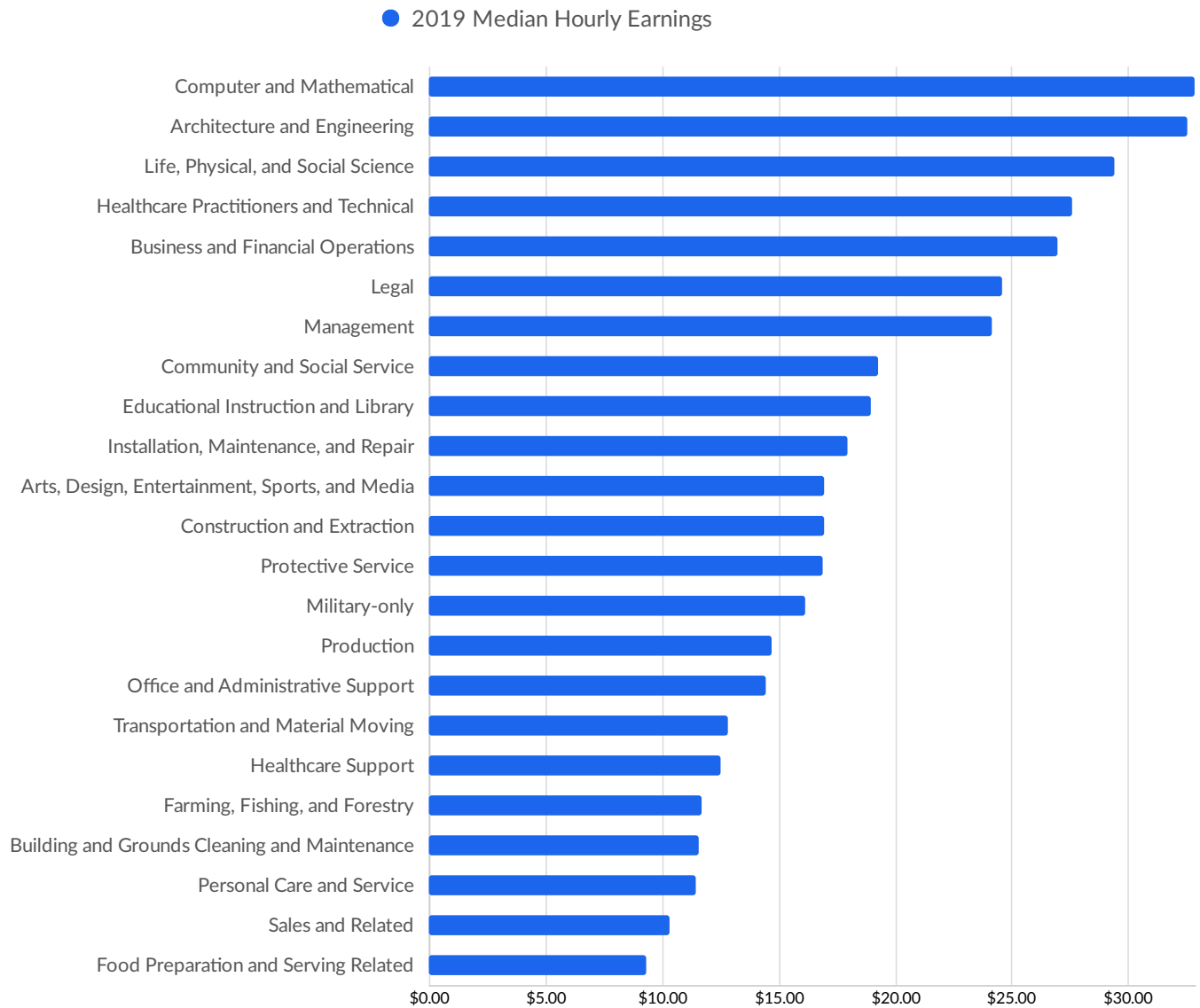
Top Growing Occupations



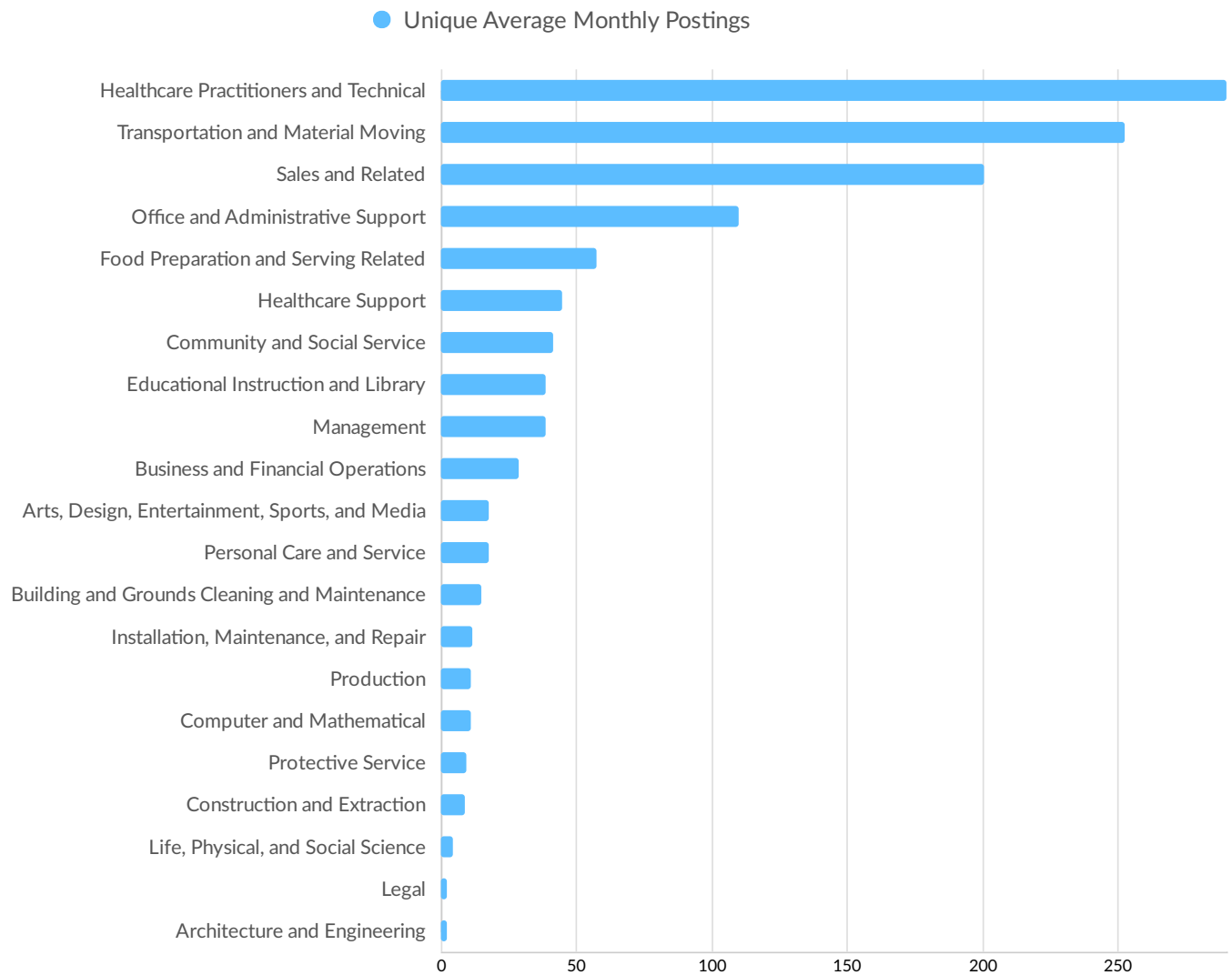
Top Occupation LQ



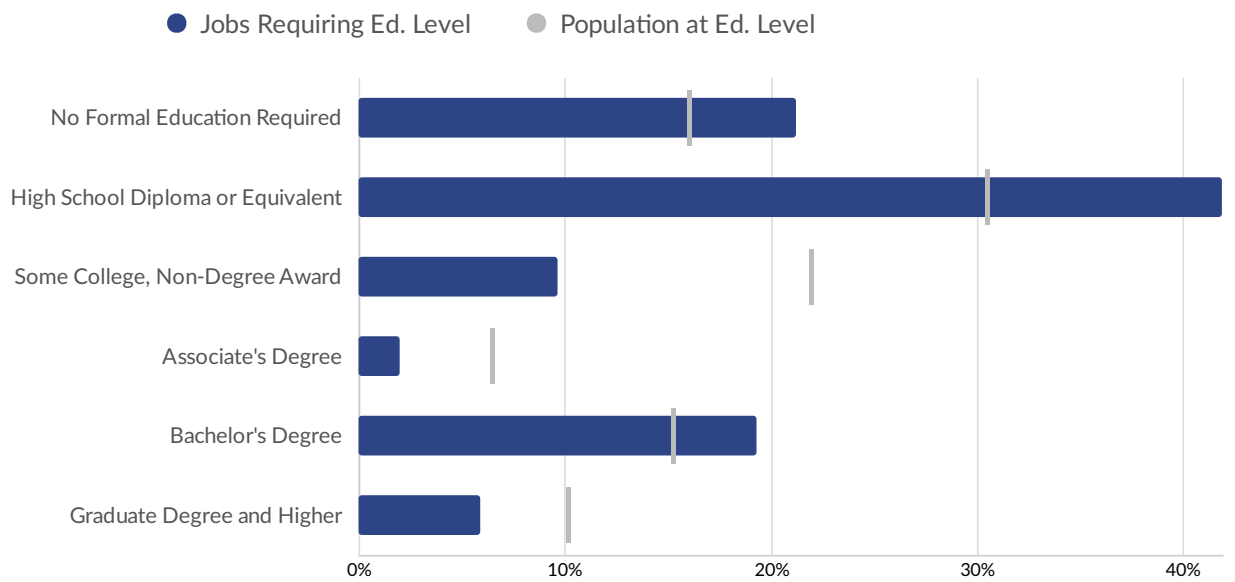
Top Occupation Earnings



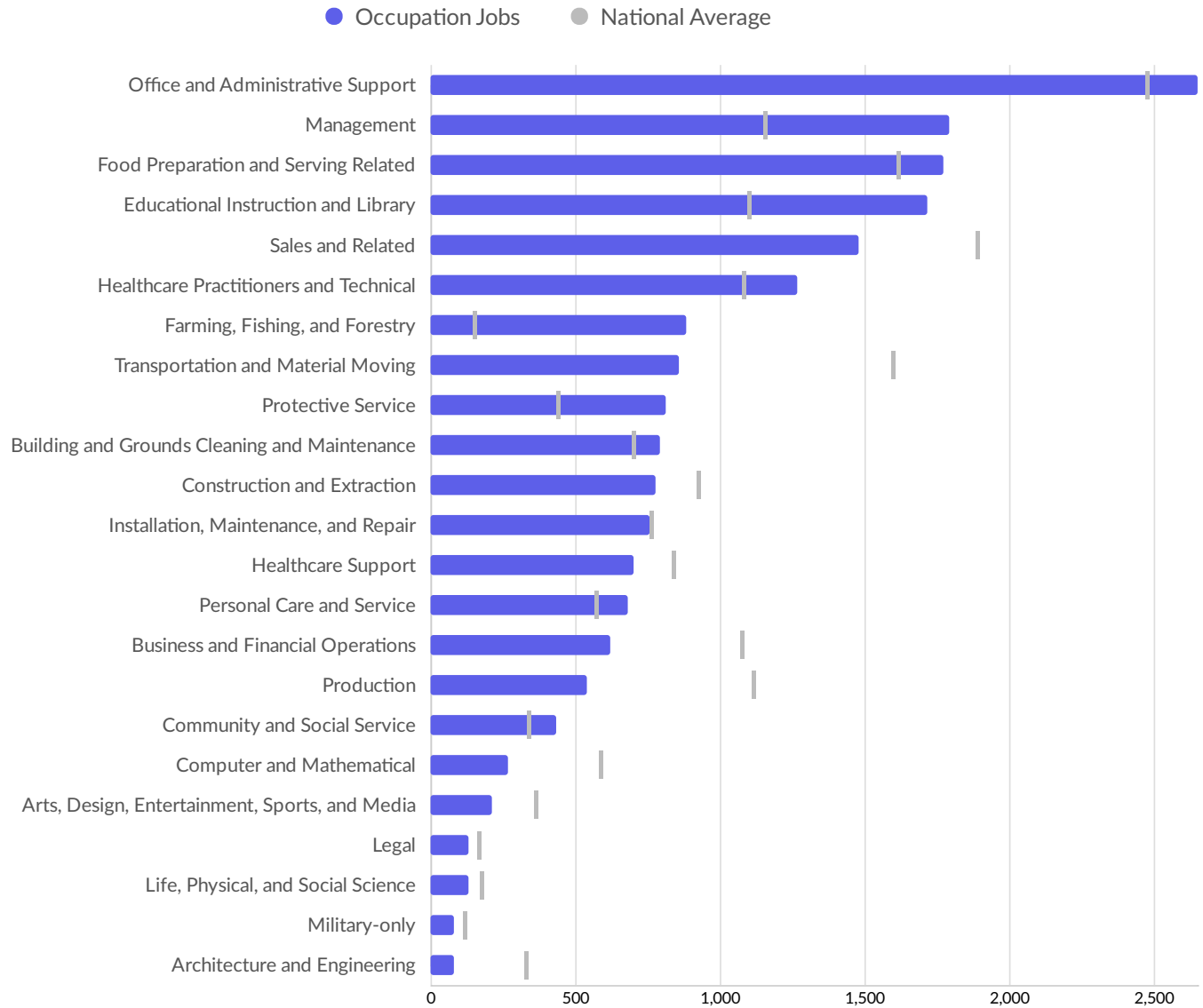
Top Posted Occupations



Underemployment








Largest Occupations



Educational Pipeline

In 2019, there were 1,781 graduates in Cherokee County, OK. This pipeline has shrunk by 7% over the last 5 years. The highest share of these graduates come from Criminal Justice/Law Enforcement Administration, Elementary Education and Teaching, and Accounting.

| School | Total Graduates (2019) | Graduate Trend (2015 - 2019) |
|--|--|---|
| Northeastern State University | 1,764  |  |
| Beauty Technical College Inc | 17  |  |
| Indian Capital Technology Center-Tahlequah | 0 |  |

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

In-Demand Skills

