



Cherokee County, OK

A Missouri, Oklahoma, and Kansas Economic Development Collaborative



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Contents

Report Parameters	1
Economy Overview	2
Historic & Projected Trends	4
Population Characteristics	8
Industry Characteristics	10
Business Characteristics	16
Workforce Characteristics	18
Educational Pipeline	25
In-Demand Skills	26

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

48,931

Population (2019)

Population **grew by 692** over the last 5 years and is projected to **grow by 475** over the next 5 years.

19,441

Total Regional Employment

Jobs **grew by 445** over the last 5 years and are projected to **grow by 849** over the next 5 years.

\$40.9K

Median Household Income (2018)

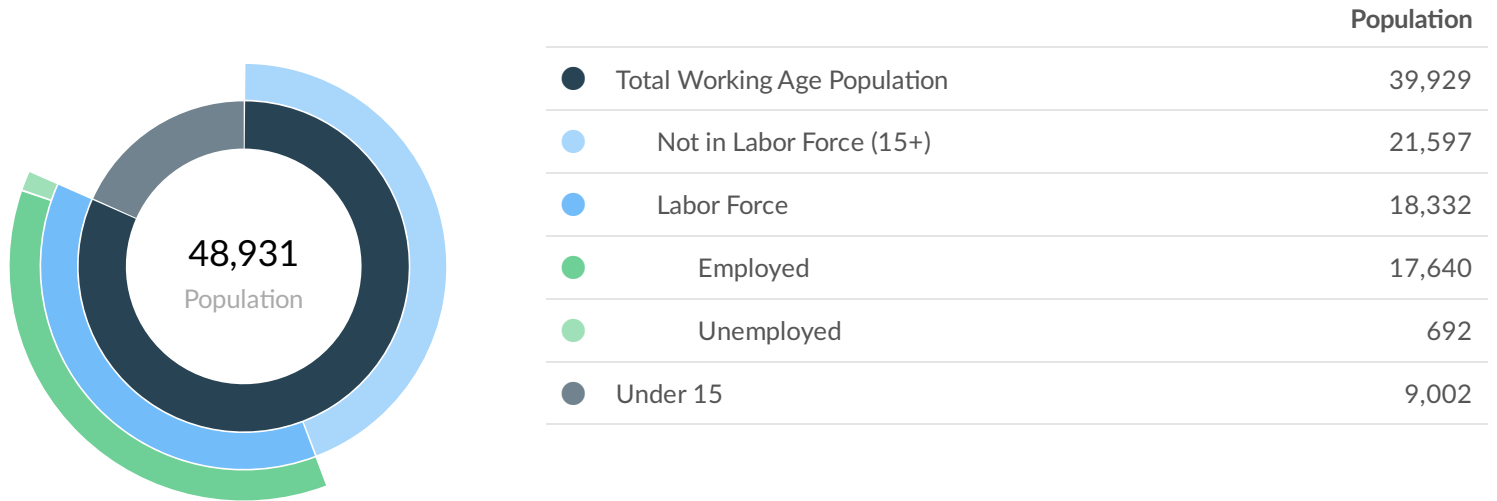
Median household income is **\$19.4K below** the national median household income of \$60.3K.

Takeaways

- As of 2019 the region's population **increased by 1.4%** since 2014, growing by 692. Population is expected to **increase by 1.0%** between 2019 and 2024, adding 475.
- From 2014 to 2019, jobs **increased by 2.3%** in Cherokee County, OK from 18,996 to **19,441**. This change **fell short of the national growth rate of 7.9% by 5.6%**. As the number of jobs increased, the **labor force participation rate decreased from 47.3% to 45.9% between 2014 and 2019**.
- Concerning educational attainment, **16.1% of Cherokee County, OK residents possess a Bachelor's Degree** (2.7% below the national average), and **5.8% hold an Associate's Degree** (2.3% below the national average).
- The top three industries in 2019 are Local Government, Excluding Education and Hospitals, Education and Hospitals (Local Government), and Education and Hospitals (State Government).

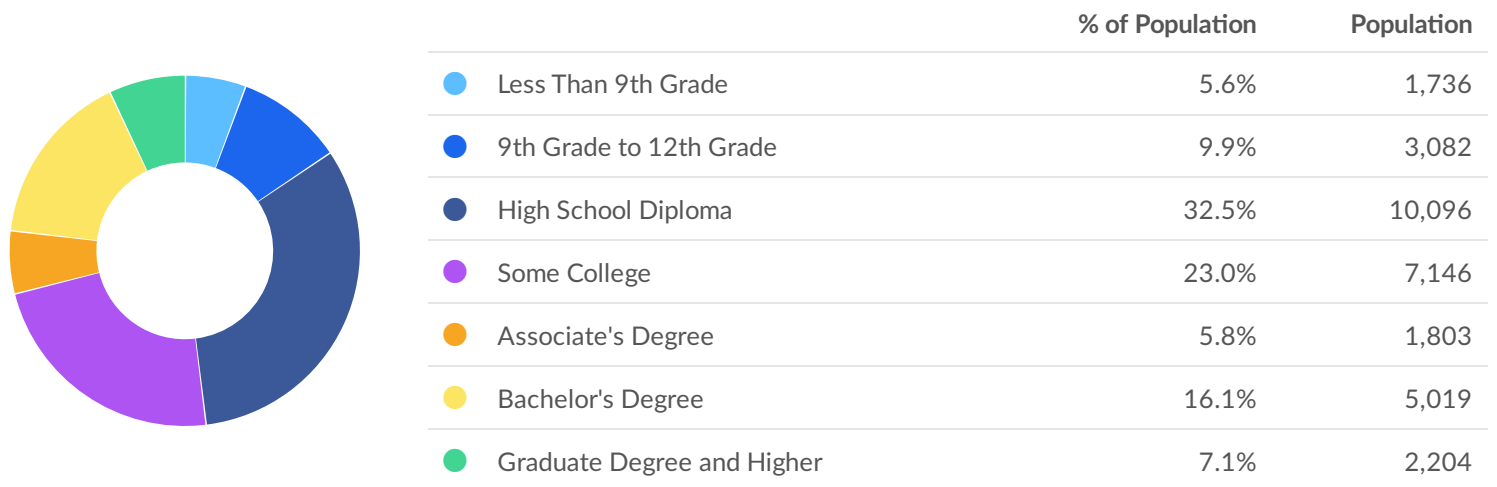
	Population (2019)	Labor Force (2019)	Jobs (2019)	Cost of Living	GRP	Imports	Exports
Region	48,931	18,332	19,441	90.1	\$1.31B	\$2.69B	\$2.17B
State	3,964,054	1,837,938	1,851,749	93.2	\$204.92B	\$200.14B	\$255.02B

2019 Labor Force Breakdown



Educational Attainment

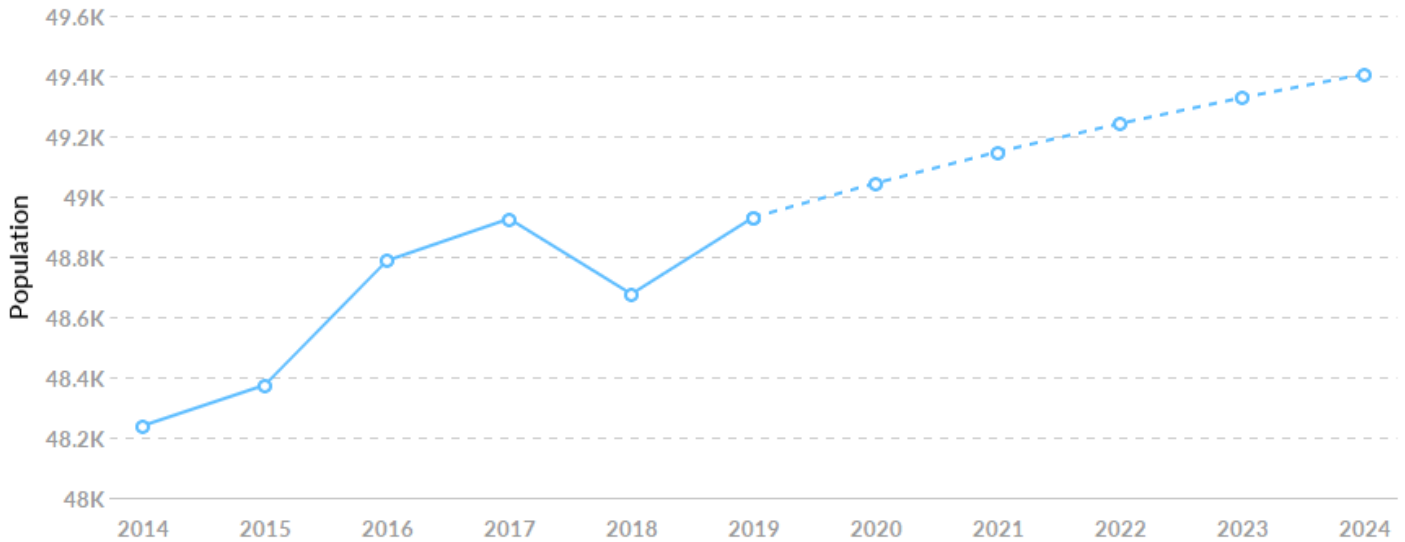
Concerning educational attainment, **16.1% of Cherokee County, OK residents possess a Bachelor's Degree** (2.7% below the national average), and **5.8% hold an Associate's Degree** (2.3% below the national average).



Historic & Projected Trends

Population Trends

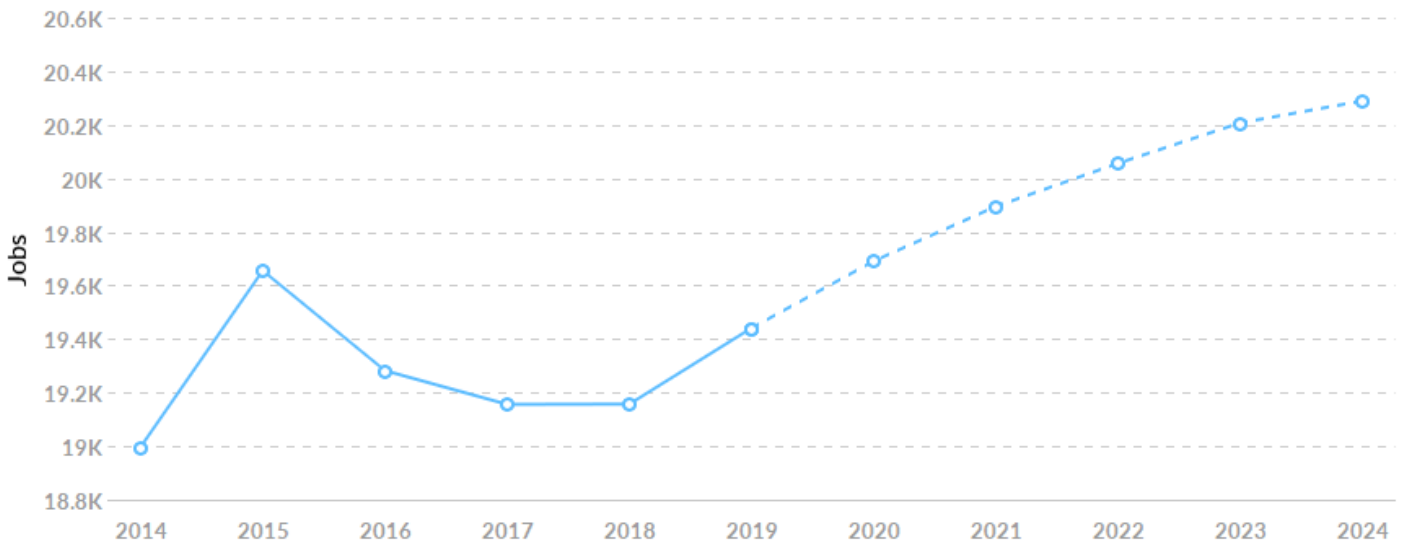
As of 2019 the region's population **increased by 1.4%** since 2014, growing by 692. Population is expected to **increase by 1.0%** between 2019 and 2024, adding 475.



Timeframe	Population
2014	48,239
2015	48,374
2016	48,787
2017	48,926
2018	48,676
2019	48,931
2020	49,044
2021	49,148
2022	49,242
2023	49,328
2024	49,406

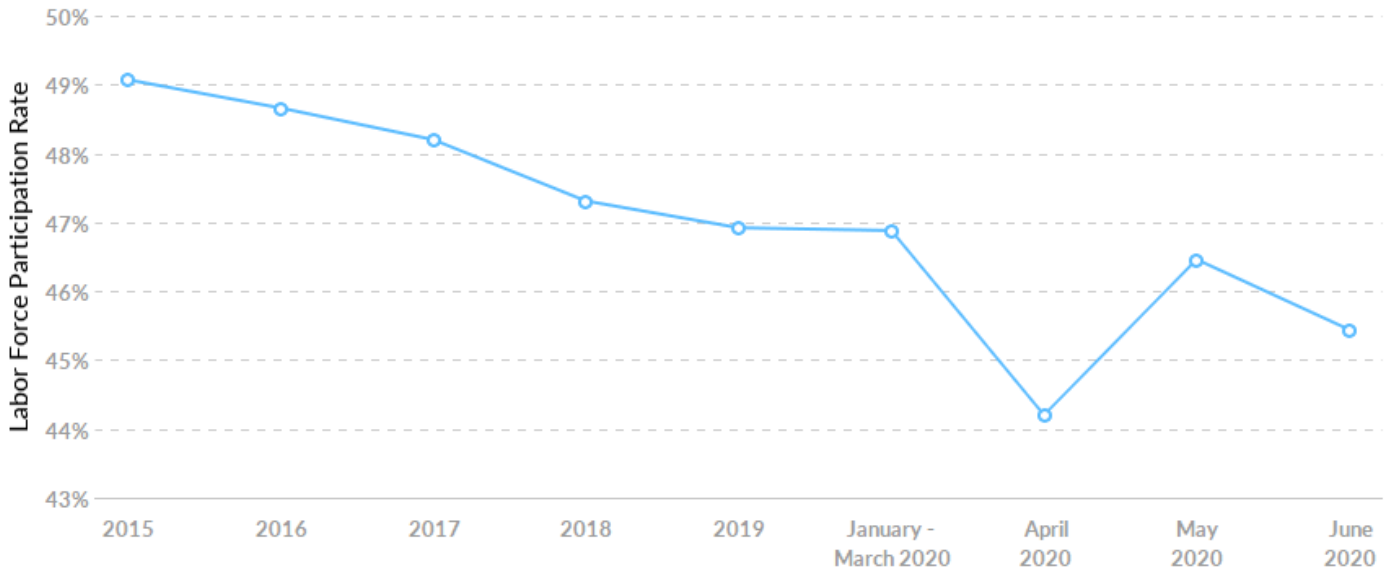
Job Trends

From 2014 to 2019, jobs increased by 2.3% in Cherokee County, OK from 18,996 to 19,441. This change fell short of the national growth rate of 7.9% by 5.6%.



Timeframe	Jobs
2014	18,996
2015	19,655
2016	19,282
2017	19,156
2018	19,157
2019	19,441
2020	19,691
2021	19,895
2022	20,056
2023	20,207
2024	20,289

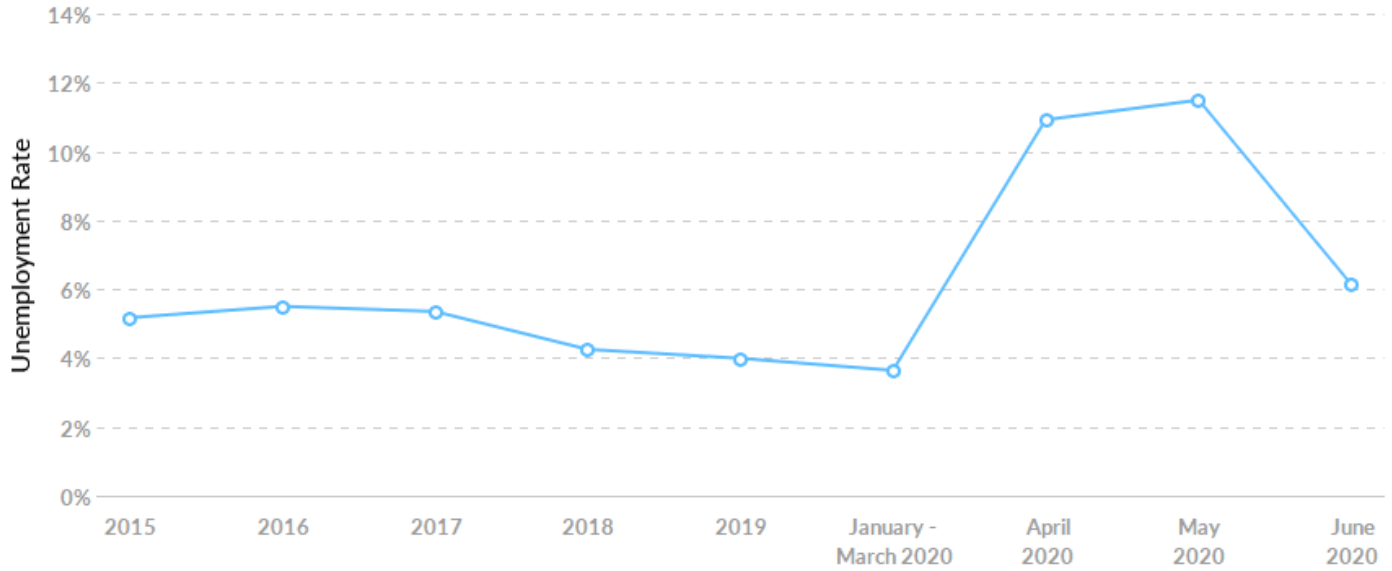
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2015	49.07%
2016	48.66%
2017	48.20%
2018	47.31%
2019	46.92%
January - March 2020	46.88%
April 2020	44.20%
May 2020	46.46%
June 2020	45.44%

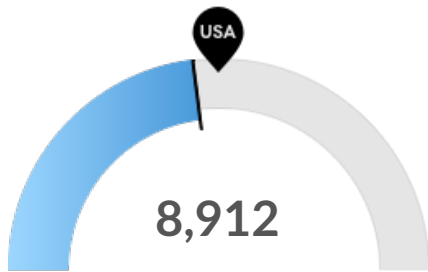
Unemployment Rate Trends

Cherokee County, OK had a June 2020 unemployment rate of 6.13%, **increasing from 5.17%** 5 years before.



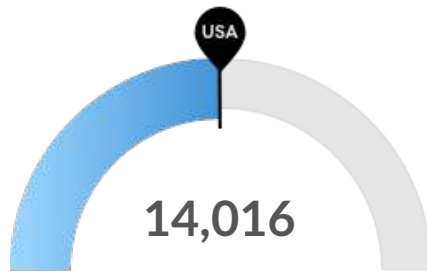
Timeframe	Unemployment Rate
2015	5.17%
2016	5.50%
2017	5.35%
2018	4.25%
2019	3.99%
January - March 2020	3.64%
April 2020	10.92%
May 2020	11.49%
June 2020	6.13%

Population Characteristics



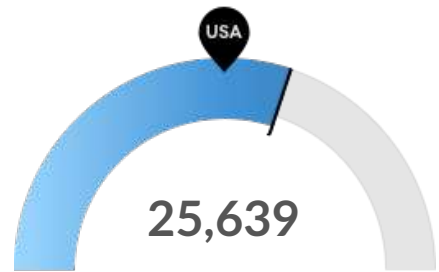
Millennials

Cherokee County, OK has 8,912 millennials (ages 25-39). The national average for an area this size is 10,007.



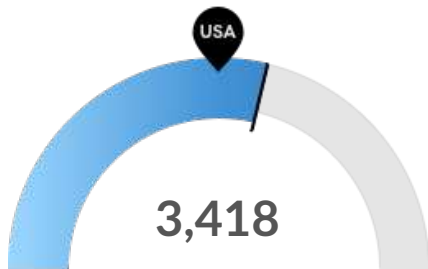
Retiring Soon

Retirement risk is about average in Cherokee County, OK. The national average for an area this size is 14,090 people 55 or older, while there are 14,016 here.



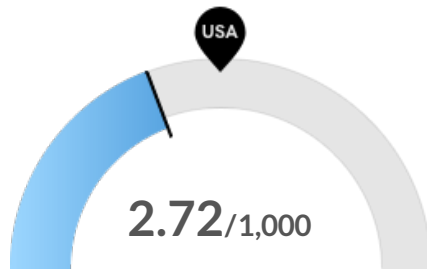
Racial Diversity

Racial diversity is high in Cherokee County, OK. The national average for an area this size is 19,285 racially diverse people, while there are 25,639 here.



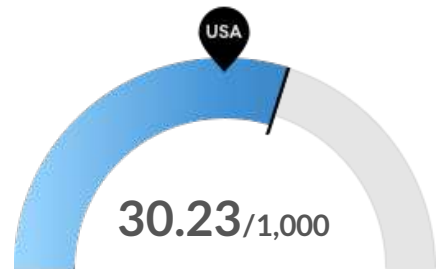
Veterans

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



Violent Crime

Cherokee County, OK has 2.72 violent crimes per 1,000 people. The national rate is 3.87 per 1,000 people.

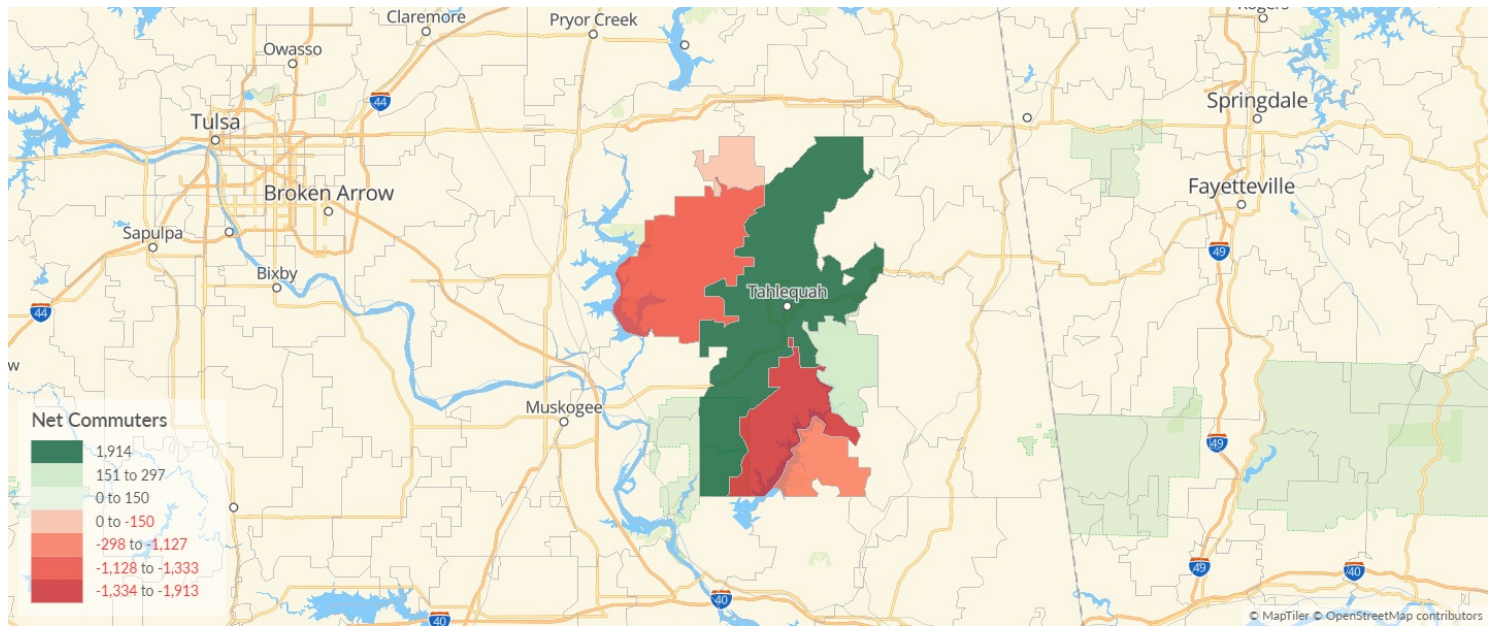


Property Crime

Cherokee County, OK has 30.23 property crimes per 1,000 people. The national rate is 22.98 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

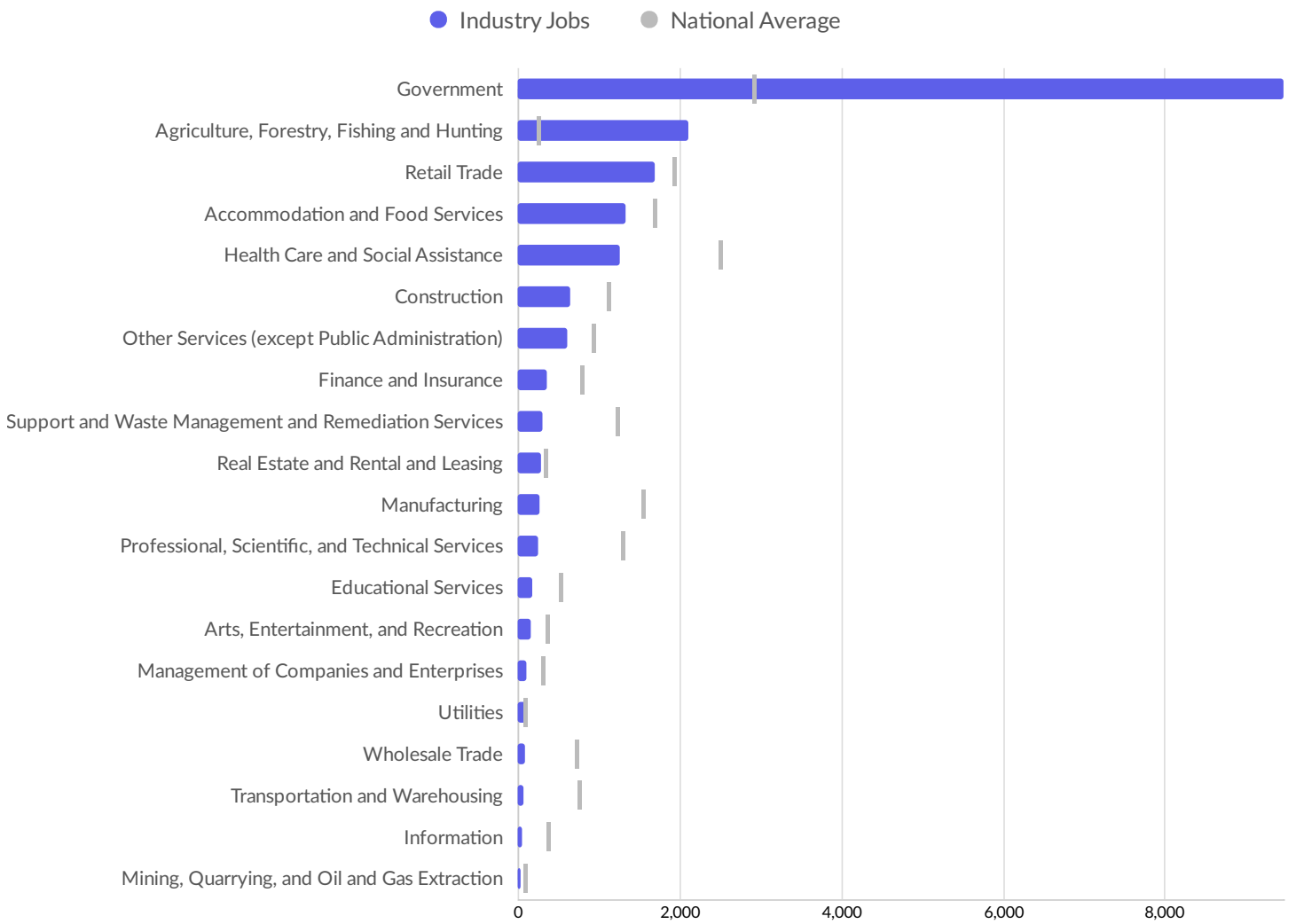
ZIP	Name	2019 Employment
74464	Tahlequah, OK (in Chero...	15,896
74441	Hulbert, OK (in Cheroke...	1,320
74451	Park Hill, OK (in Cherok...	995
74471	Welling, OK (in Cheroke...	601
74465	Tahlequah, OK (in Chero...	244

Where Talent Lives

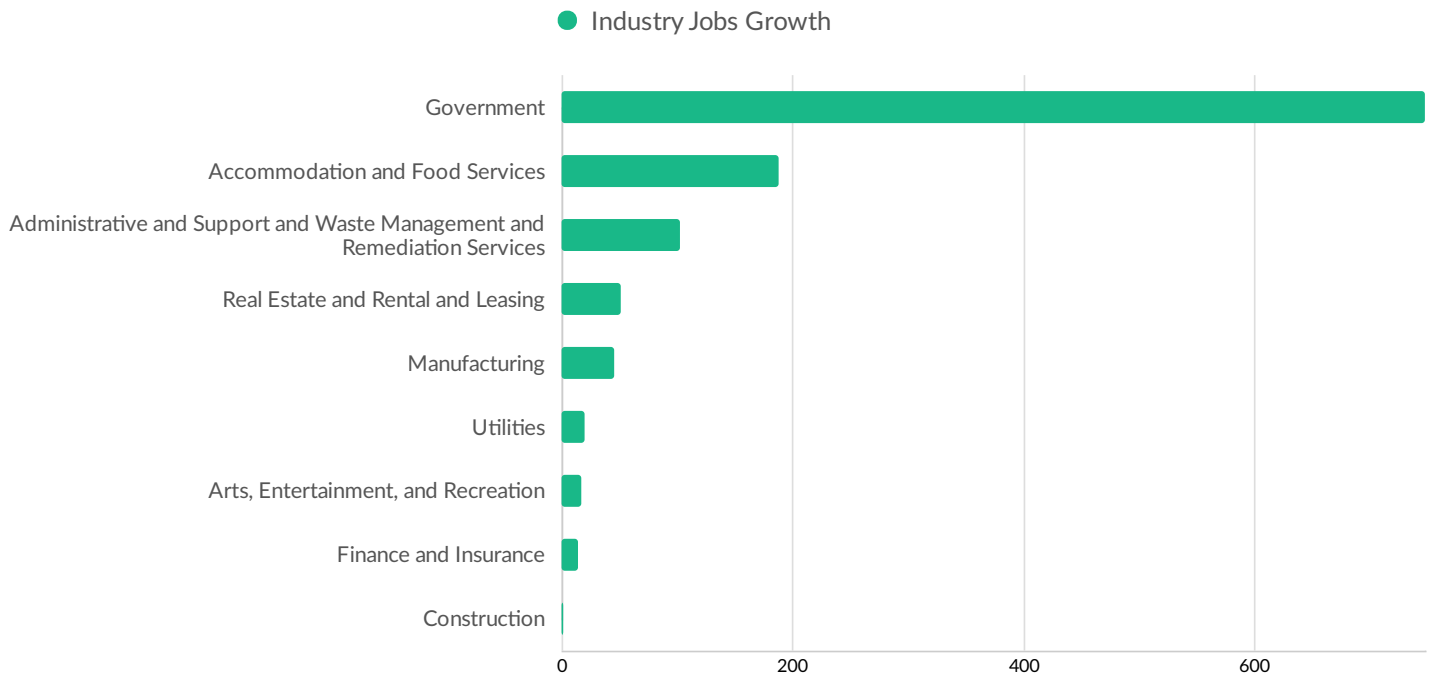
ZIP	Name	2019 Workers
74464	Tahlequah, OK (in Chero...	13,982
74441	Hulbert, OK (in Cheroke...	2,448
74451	Park Hill, OK (in Cherok...	2,329
74427	Cookson, OK (in Cherok...	581
74465	Tahlequah, OK (in Chero...	542

Industry Characteristics

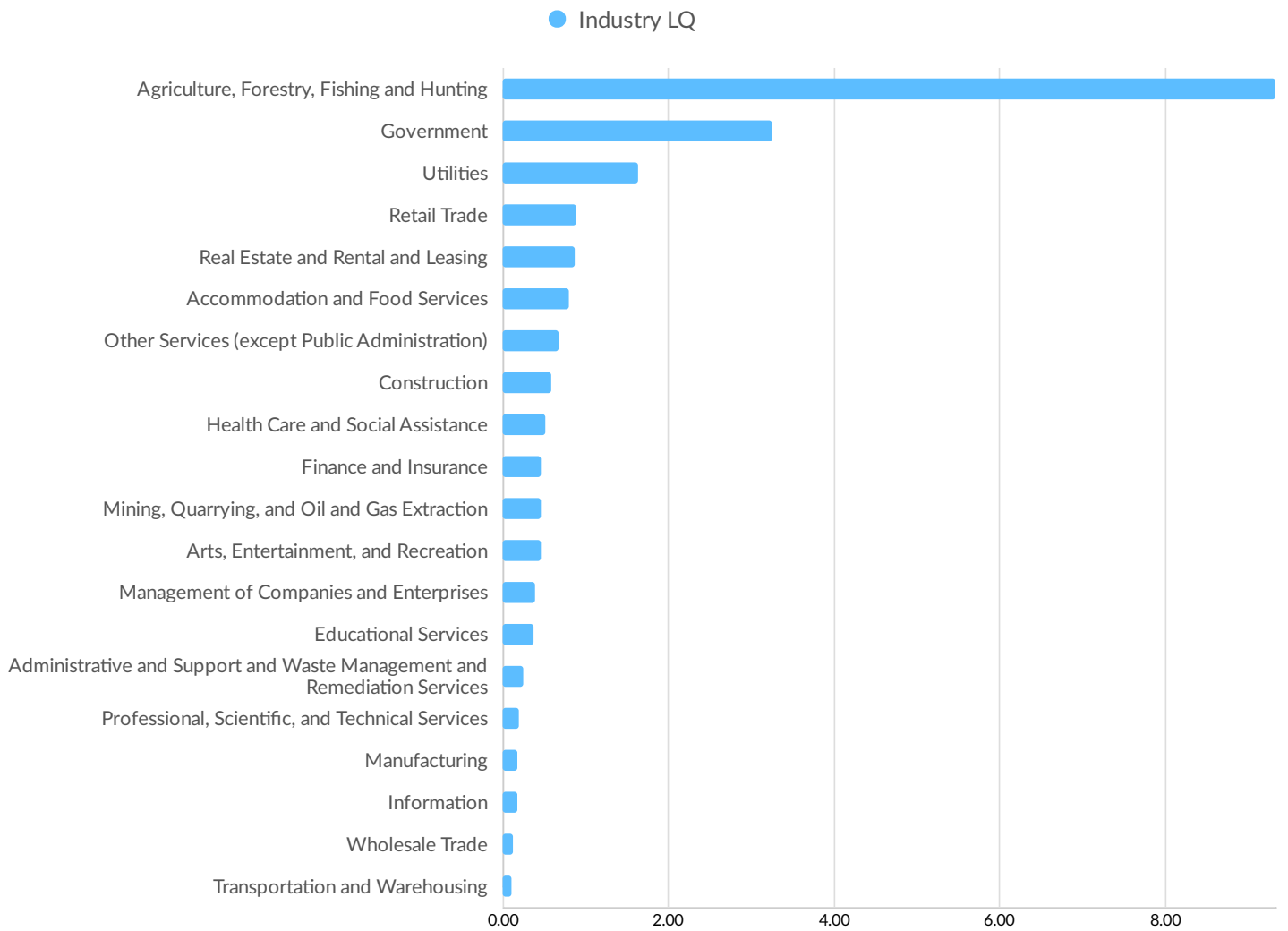
Largest Industries



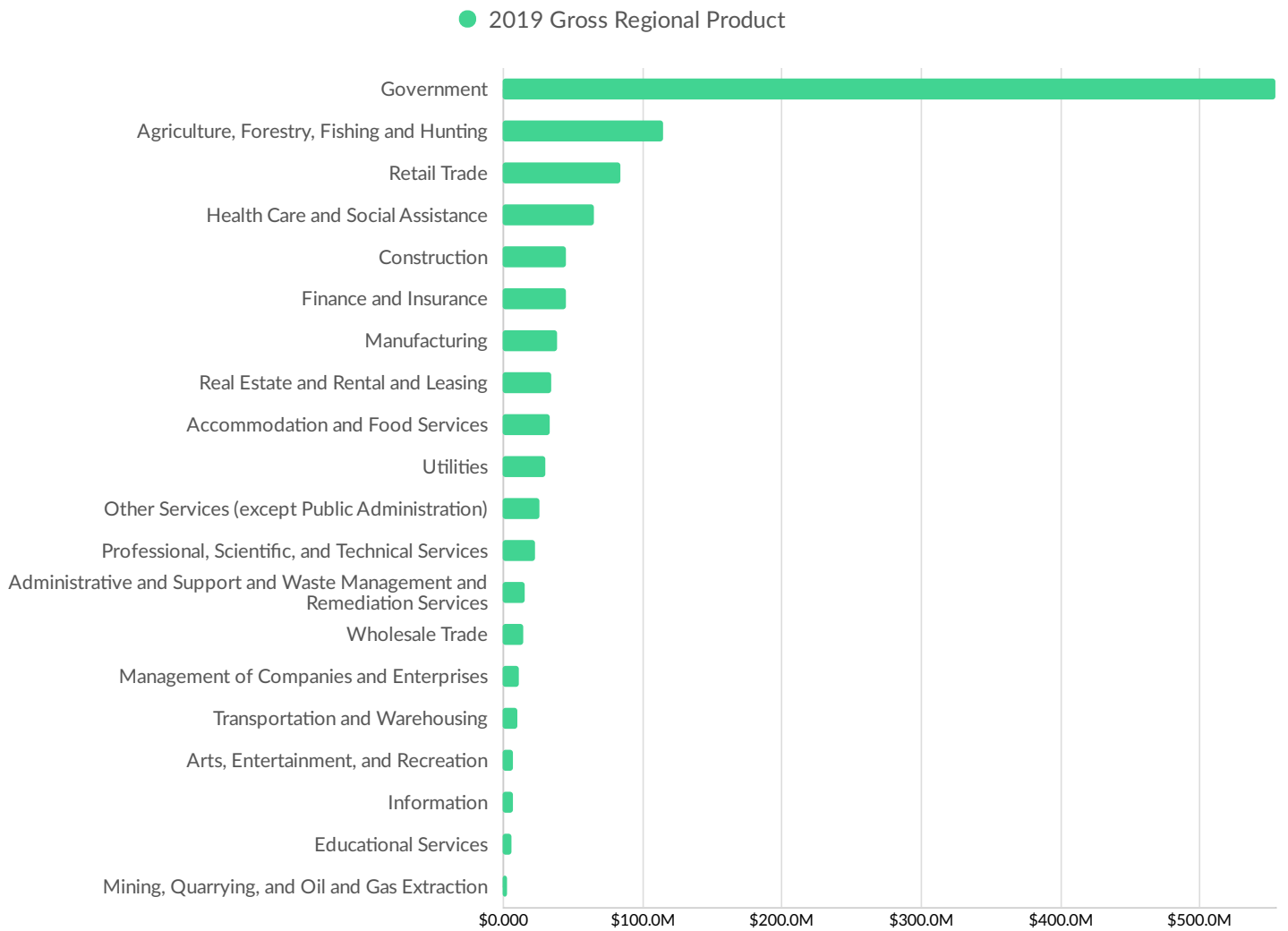
Top Growing Industries



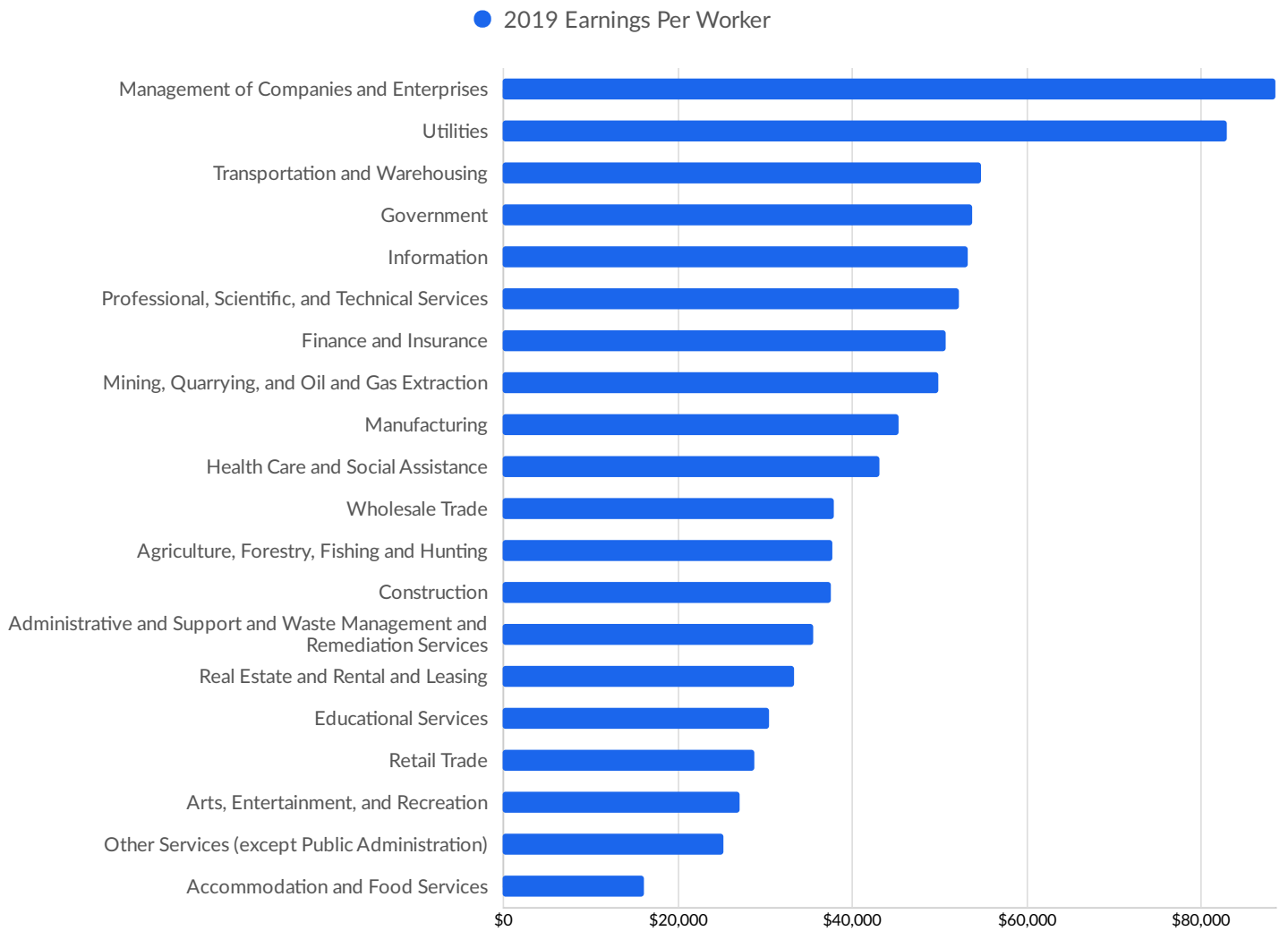
Top Industry LQ



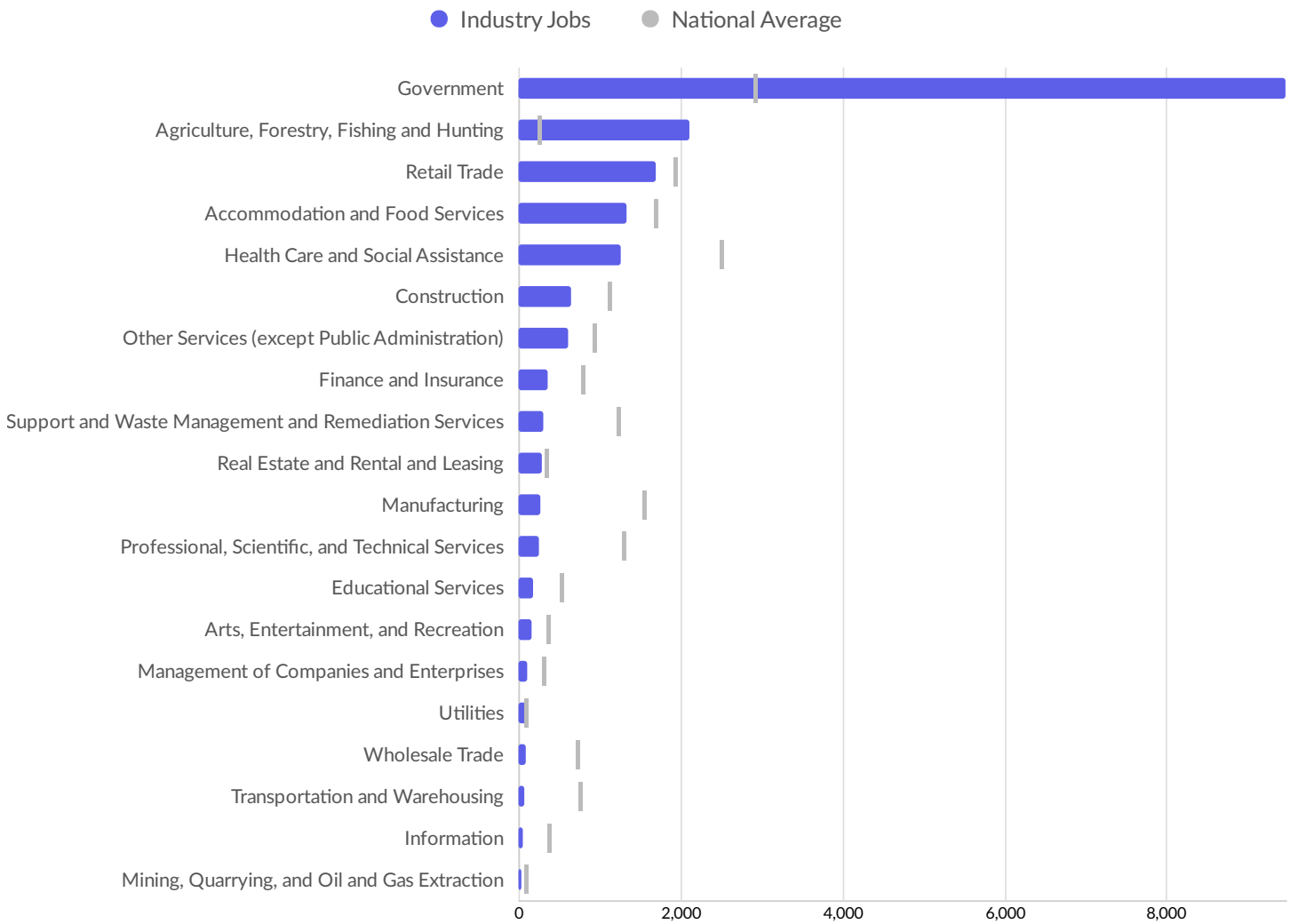
Top Industry GRP



Top Industry Earnings



















Largest Industries



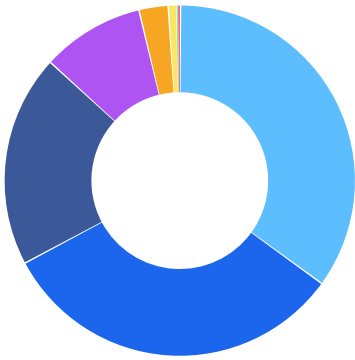
Business Characteristics

1,849 Companies Employ Your Workers

Online profiles for your workers mention 1,849 companies as employers, with the top 10 appearing below. In the last 12 months, 778 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	308 	The Cherokee Nation	826 
The Cherokee Nation	222 	CRST International, Inc.	315 
Tahlequah Public Works Authori...	85 	Dollar General Corporation	175 
Wal-Mart, Inc.	71 	HealthCare Employment Netwo...	146 
Northeastern Health Systems	52 	Northeastern State University	96 
Tahlequah City Hospital Rehab S...	45 	Cherokee Nation Businesses LLC	89 
Greenleaf Nursery Co.	29 	NurseFly	83 
Lowe's Companies, Inc.	23 	Northeastern Health Systems	75 
Dollar Rent A Car, Inc.	22 	Pegasus Transportation, Inc.	69 
Department of Veterans Affairs	20 	Blair Logistics, Inc.	60 

Business Size

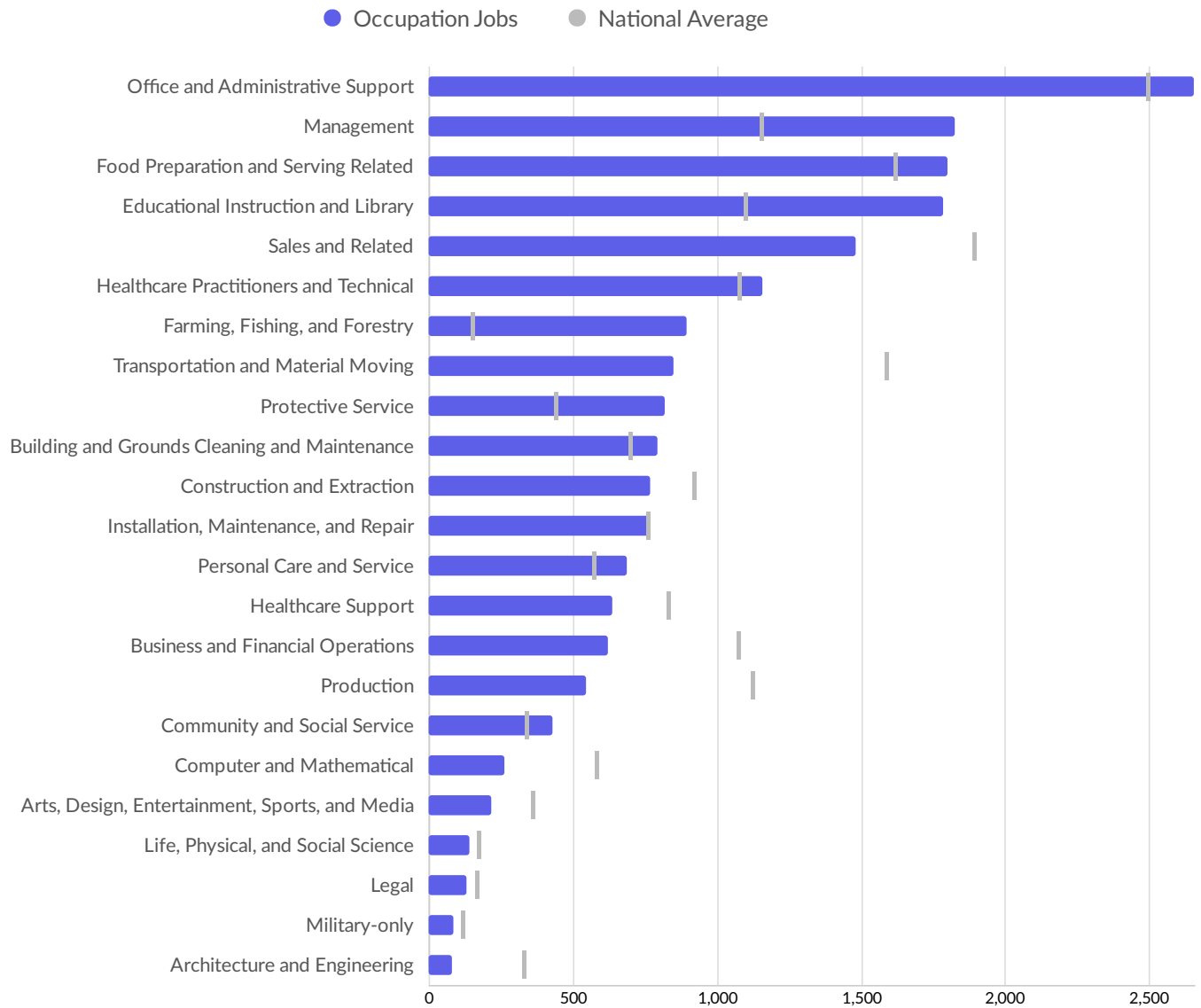


	Percentage	Business Count
1 to 4 employees	34.9%	494
5 to 9 employees	32.2%	456
10 to 19 employees	19.6%	277
20 to 49 employees	9.5%	134
50 to 99 employees	2.7%	38
100 to 249 employees	0.8%	11
250 to 499 employees	0.1%	1
500+ employees	0.3%	4

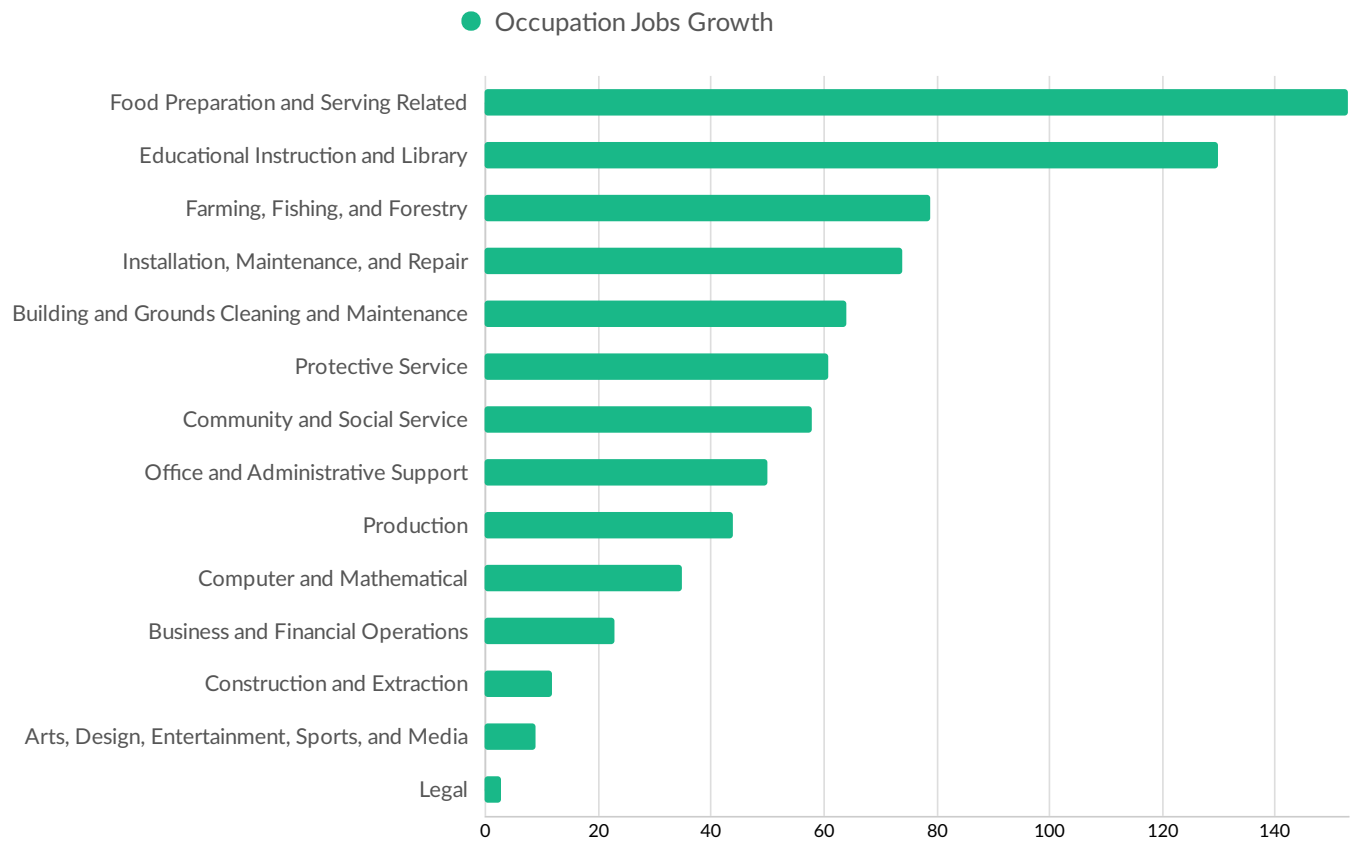
*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

Workforce Characteristics

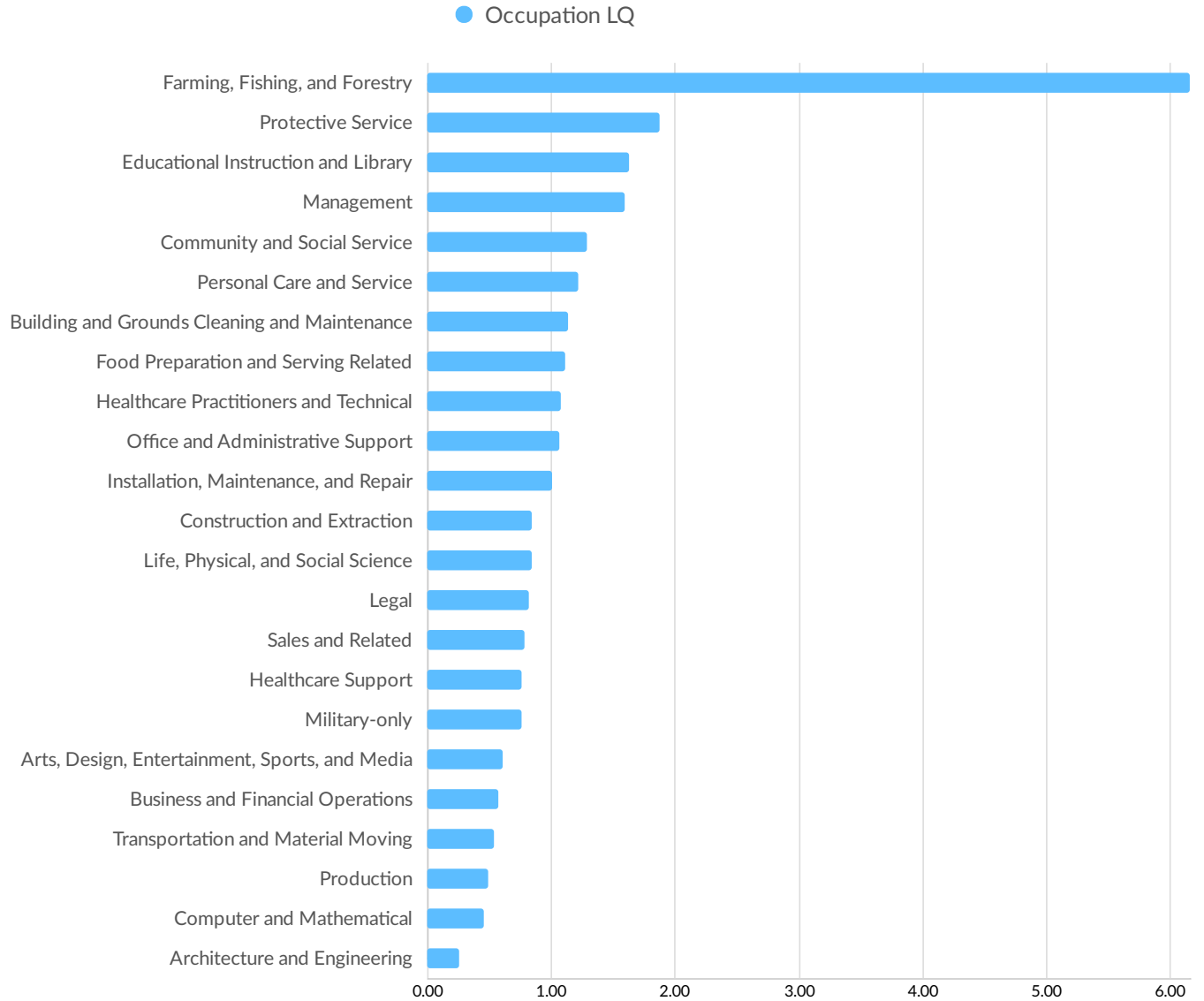
Largest Occupations



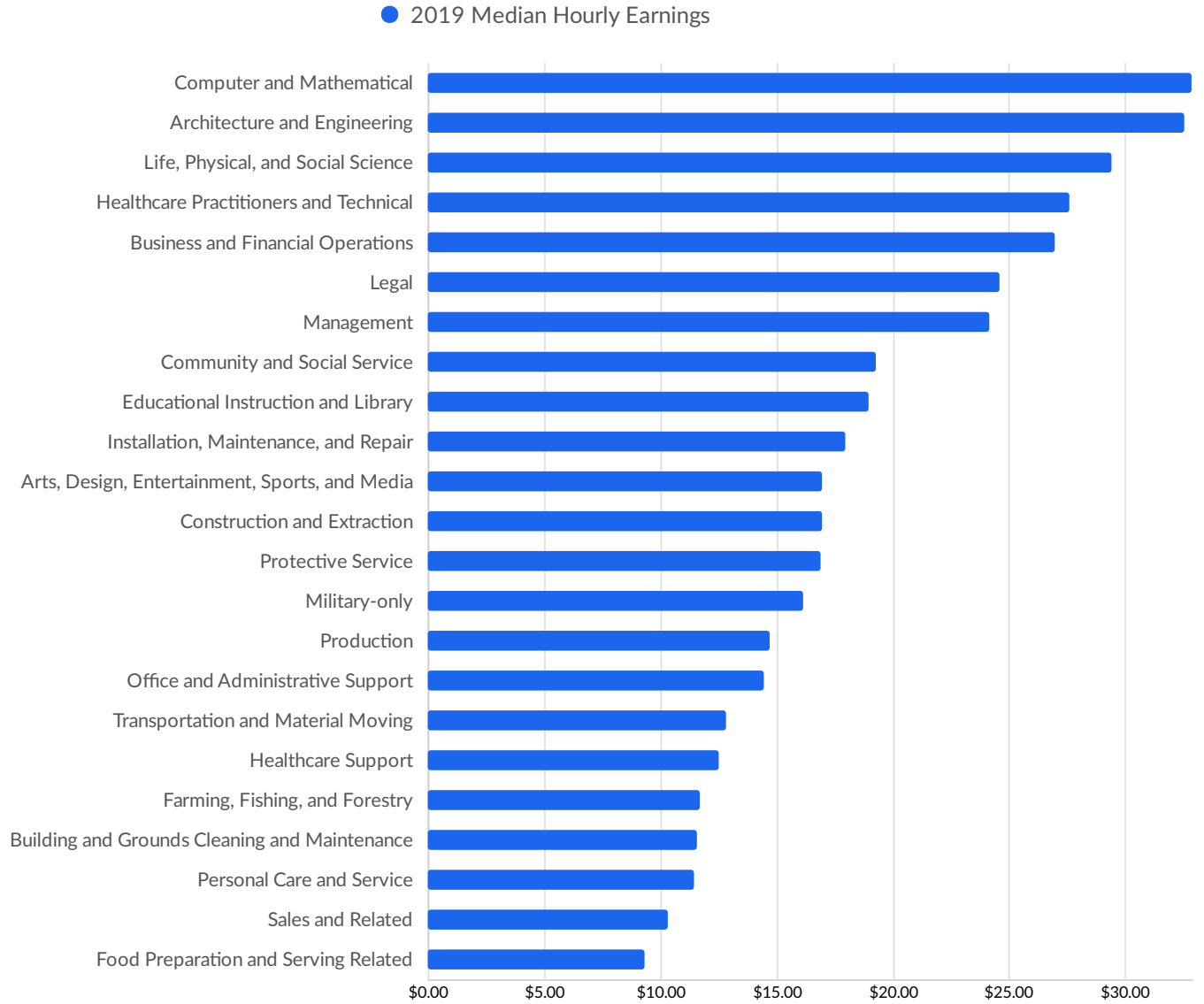
Top Growing Occupations



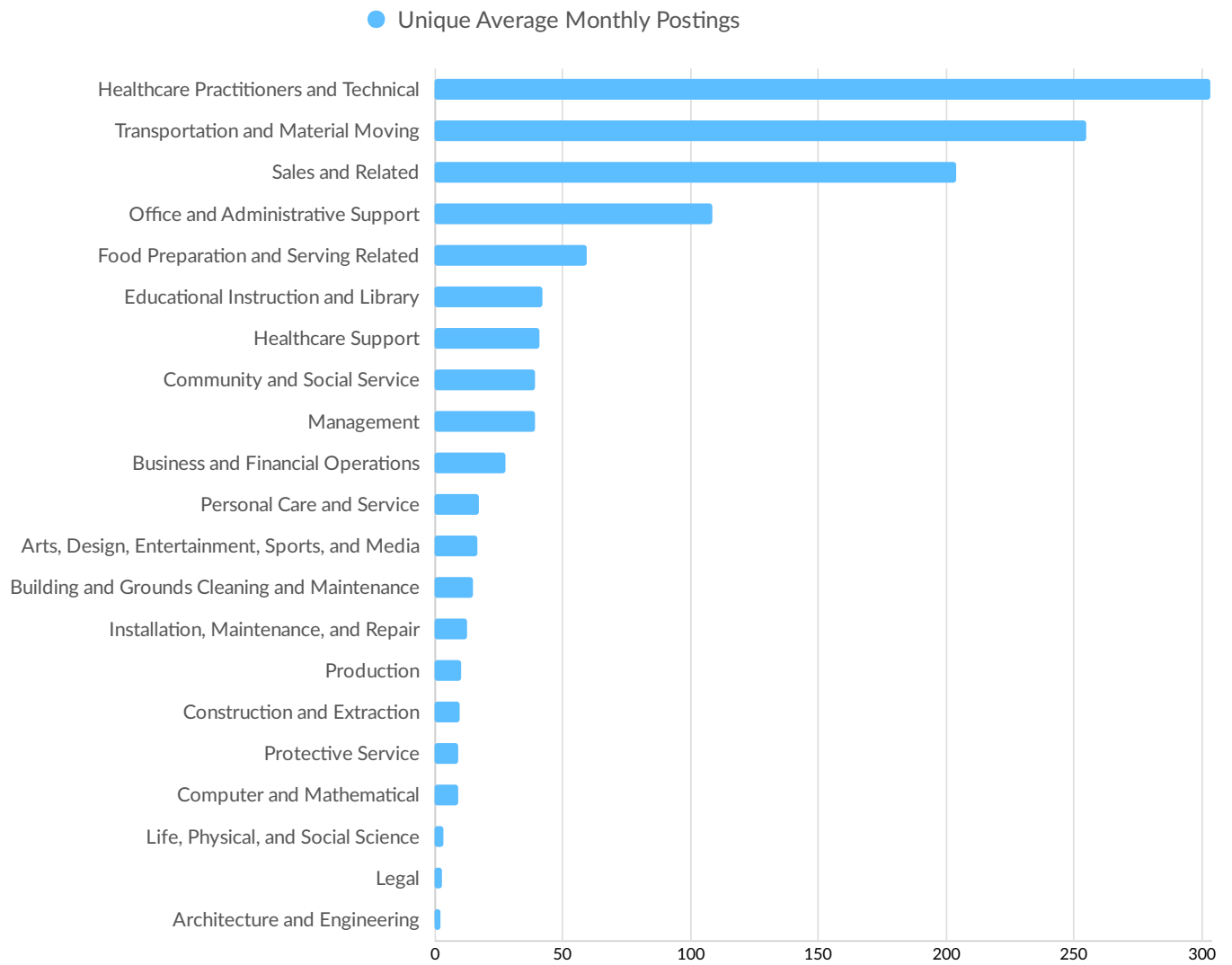
Top Occupation LQ



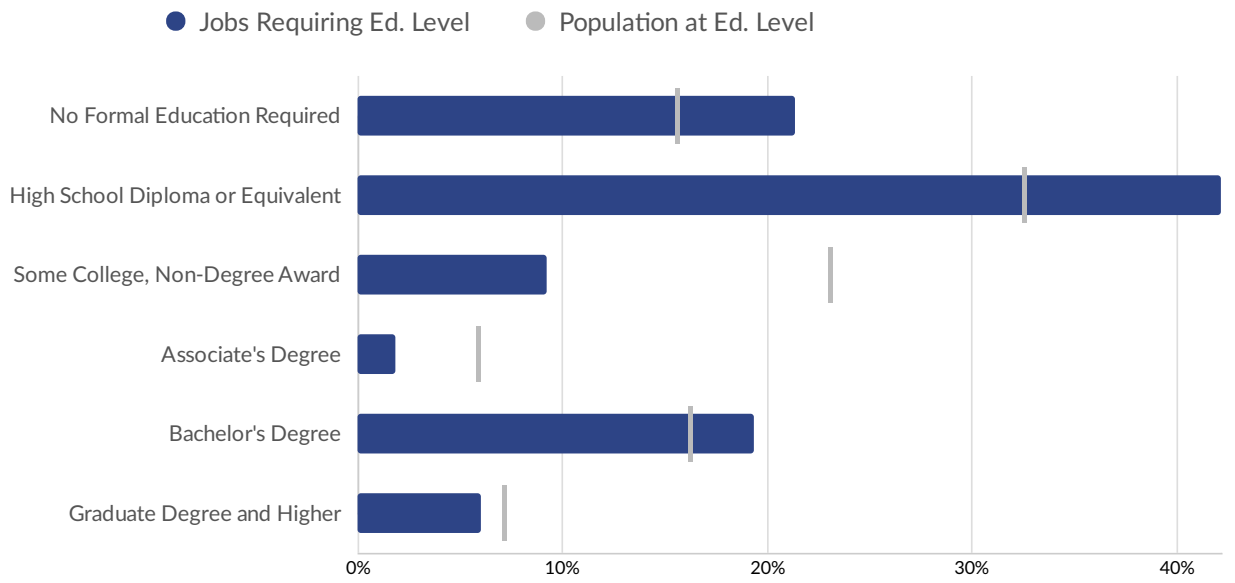
Top Occupation Earnings



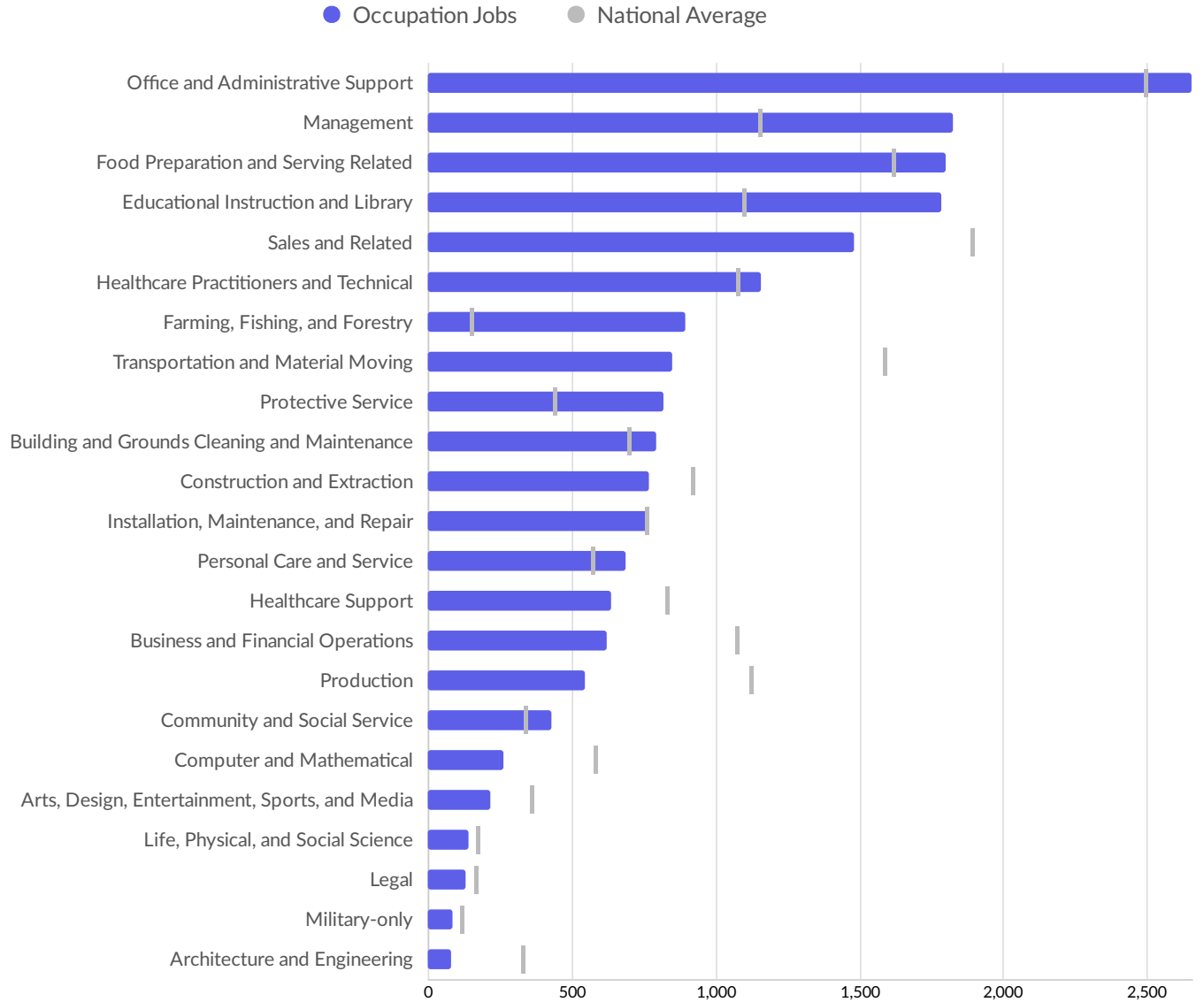
Top Posted Occupations



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

