



PSO- Served Oklahoma Counties



BOUNDLESS ENERGY™

1 Riverside Plaza, 12th Floor
Columbus, Ohio 43215

Contents

Report Parameters	1
Economy Overview	2
Unemployment by Demographics	5
Historic & Projected Trends	9
Population Characteristics	13
Inbound and Outbound Migration	15
Industry Characteristics	17
Business Characteristics	22
Workforce Characteristics	24
Educational Pipeline	30
In-Demand Skills	31
Appendix A (Geographies)	32

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

1,842,608

Population (2021)

Population **grew by 18,645** over the last 5 years and is projected to **grow by 27,374** over the next 5 years.

780,067

Total Regional Employment

Jobs **decreased by 11,646** over the last 5 years but are projected to **grow by 20,558** over the next 5 years.

\$57.5K

Avg. Earnings Per Job (2021)

Regional average earnings per job are **\$18.1K below** the national average earnings of \$75.5K per job.

Takeaways

- As of 2021 the region's population **increased by 1.0%** since 2016, growing by 18,645. Population is expected to **increase by 1.5%** between 2021 and 2026, adding 27,374.
- From 2016 to 2021, jobs **declined by 1.5%** in PSO- Served Oklahoma Counties from 791,714 to **780,067**. This change **fell short of the national growth rate of 0.4% by 1.1%**. As the number of jobs declined, the **labor force participation rate decreased from 59.9% to 59.9% between 2016 and 2021**.
- Concerning educational attainment, **16.3% of the selected regions' residents possess a Bachelor's Degree** (4.0% below the national average), and **8.6% hold an Associate's Degree** (0.1% below the national average).
- The top three industries in 2021 are Restaurants and Other Eating Places, Education and Hospitals (Local Government), and Local Government, Excluding Education and Hospitals.

	Population (2021)	Labor Force (2021)	Jobs (2021)	Cost of Living	GRP	Imports	Exports
Region	1,842,608	842,592	780,067	92.3	\$87.00B	\$100.28B	\$104.25B
AEP States	91,899,741	43,872,838	43,339,899	94.9	\$5.33T	\$3.74T	\$4.79T
All AEP Counties	17,978,878	8,217,228	7,729,578	93.9	\$855.80B	\$959.19B	\$1.00T
AEP Ohio-Served Counties	5,570,120	2,692,726	2,580,792	91.6	\$305.51B	\$291.39B	\$319.92B
AEP TEXAS Counties	3,737,638	1,595,954	1,429,879	95.9	\$144.19B	\$193.43B	\$196.81B
All SWEPCO Counties	2,577,091	1,154,125	1,133,759	94.5	\$122.88B	\$153.46B	\$150.05B
I&M Counties (Both IN and MI)	2,940,063	1,427,363	1,340,300	93.9	\$155.02B	\$180.78B	\$182.42B
Kentucky Power-Served Counties	422,824	135,192	134,132	88.0	\$13.01B	\$20.59B	\$18.21B
PSO-Served Oklahoma Counties	1,842,608	842,592	780,067	92.3	\$87.00B	\$100.28B	\$104.25B
Appalachian Power Company-Served West Virginia Counties	893,191	372,509	363,972	93.4	\$40.50B	\$50.89B	\$61.86B

Nov 2021 Labor Force Breakdown



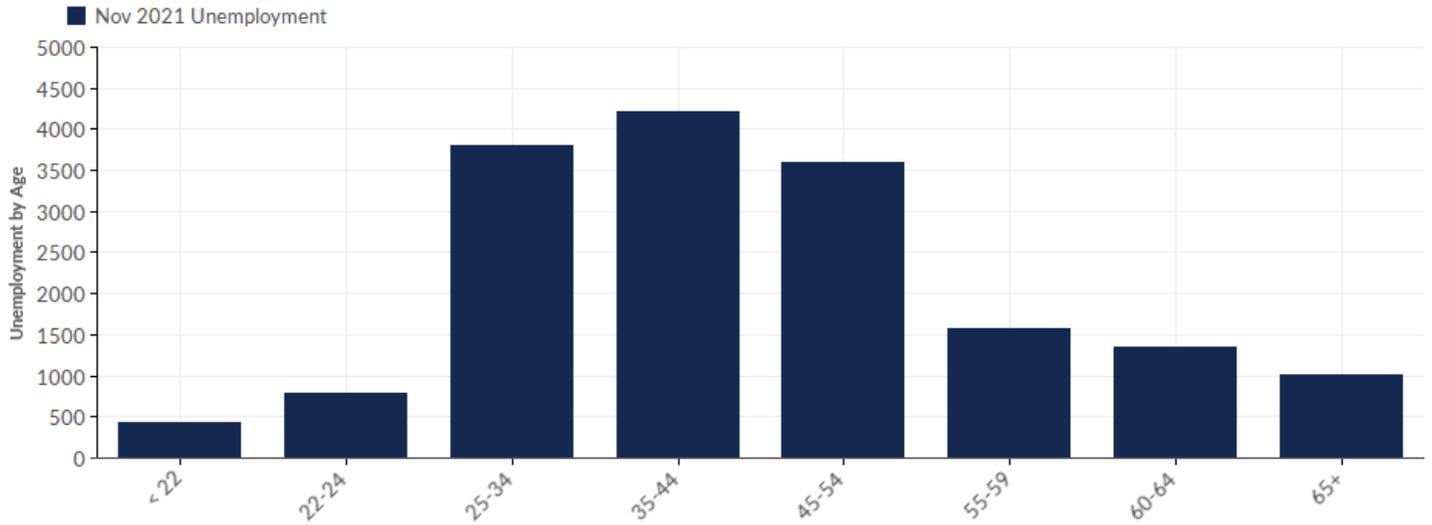
Educational Attainment

Concerning educational attainment, **16.3% of the selected regions' residents possess a Bachelor's Degree** (4.0% below the national average), and **8.6% hold an Associate's Degree** (0.1% below the national average).



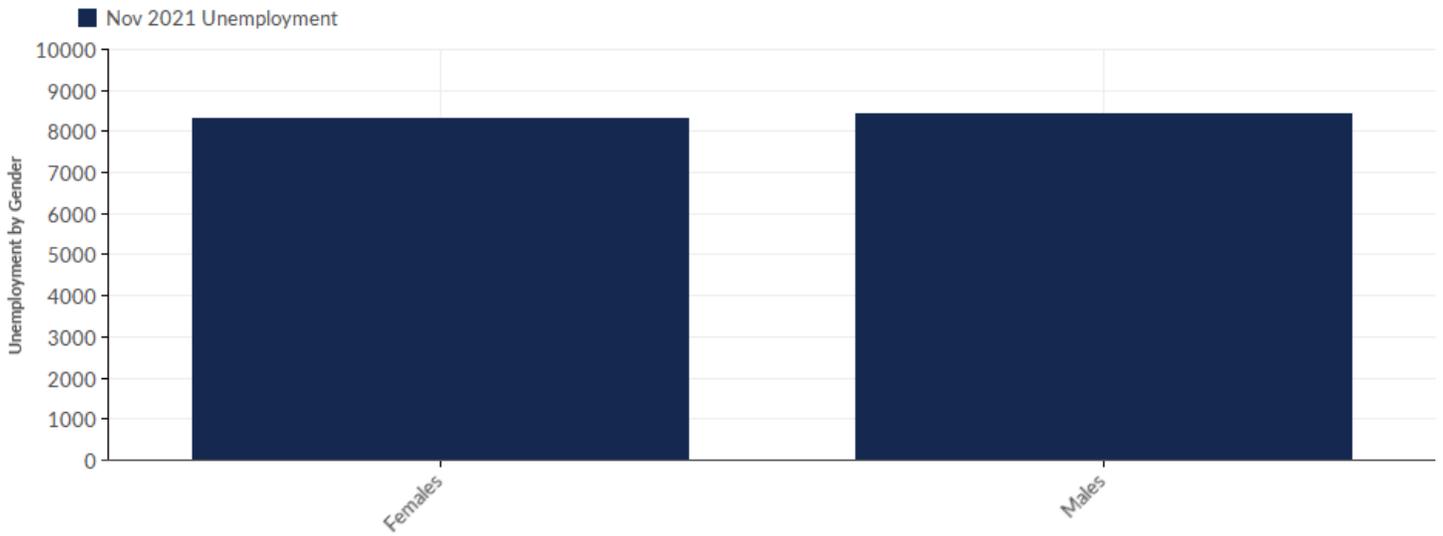
Unemployment by Demographics

Unemployment by Age



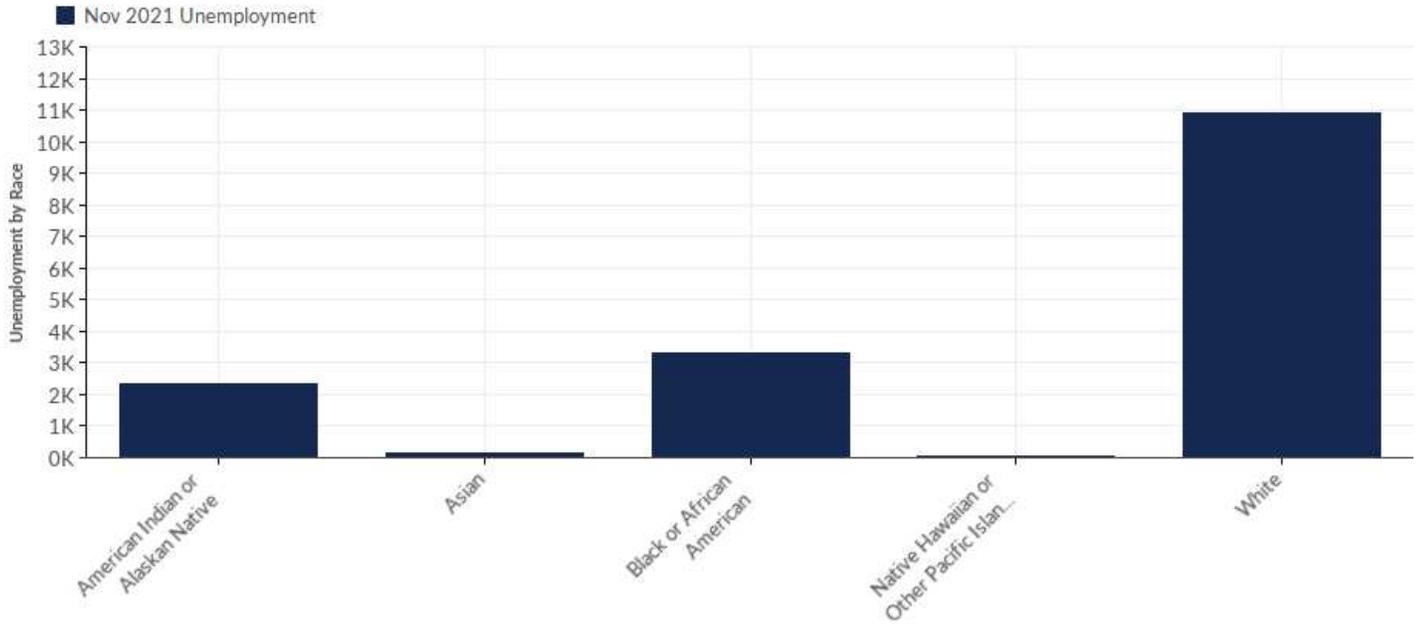
Age	Unemployment (Nov 2021)	% of Cohort
< 22	430	2.57%
22-24	780	4.66%
25-34	3,796	22.69%
35-44	4,212	25.18%
45-54	3,591	21.47%
55-59	1,569	9.38%
60-64	1,345	8.04%
65+	1,006	6.01%
Total	16,729	100.00%

Unemployment by Gender



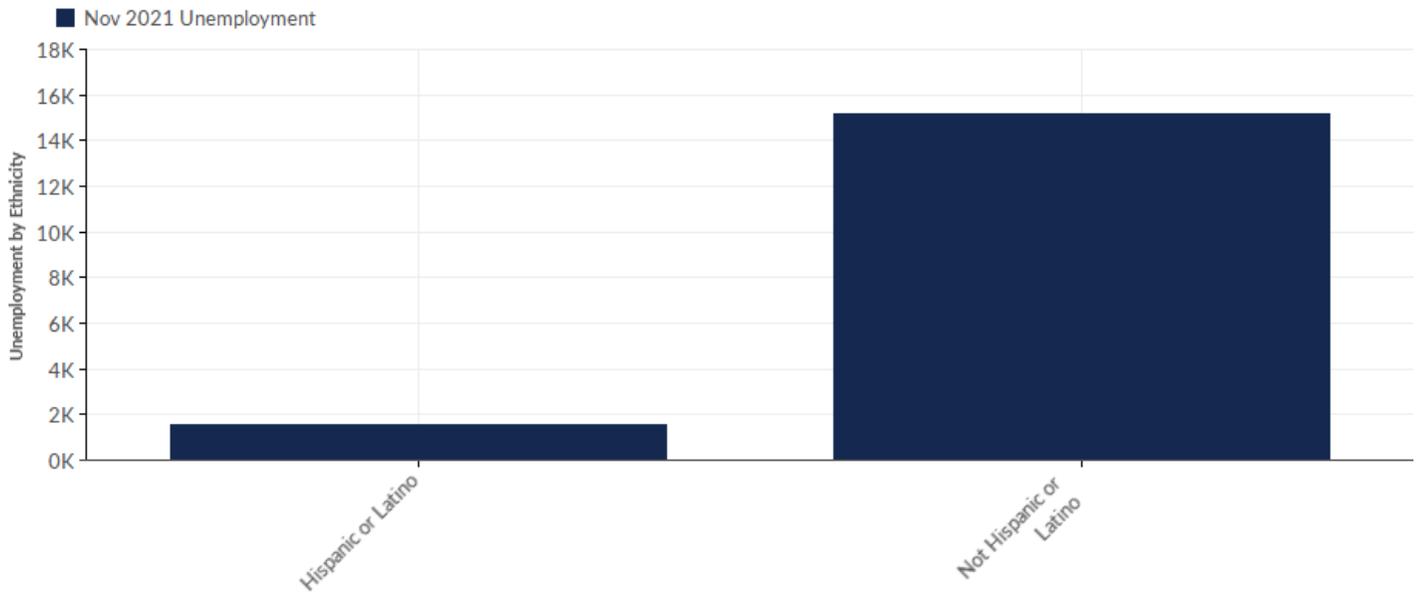
Gender	Unemployment (Nov 2021)	% of Cohort
Females	8,316	49.71%
Males	8,413	50.29%
Total	16,729	100.00%

Unemployment by Race



Race	Unemployment (Nov 2021)	% of Cohort
American Indian or Alaskan Native	2,319	13.86%
Asian	166	0.99%
Black or African American	3,303	19.74%
Native Hawaiian or Other Pacific Islander	45	0.27%
White	10,896	65.13%
Total	16,729	100.00%

Unemployment by Ethnicity

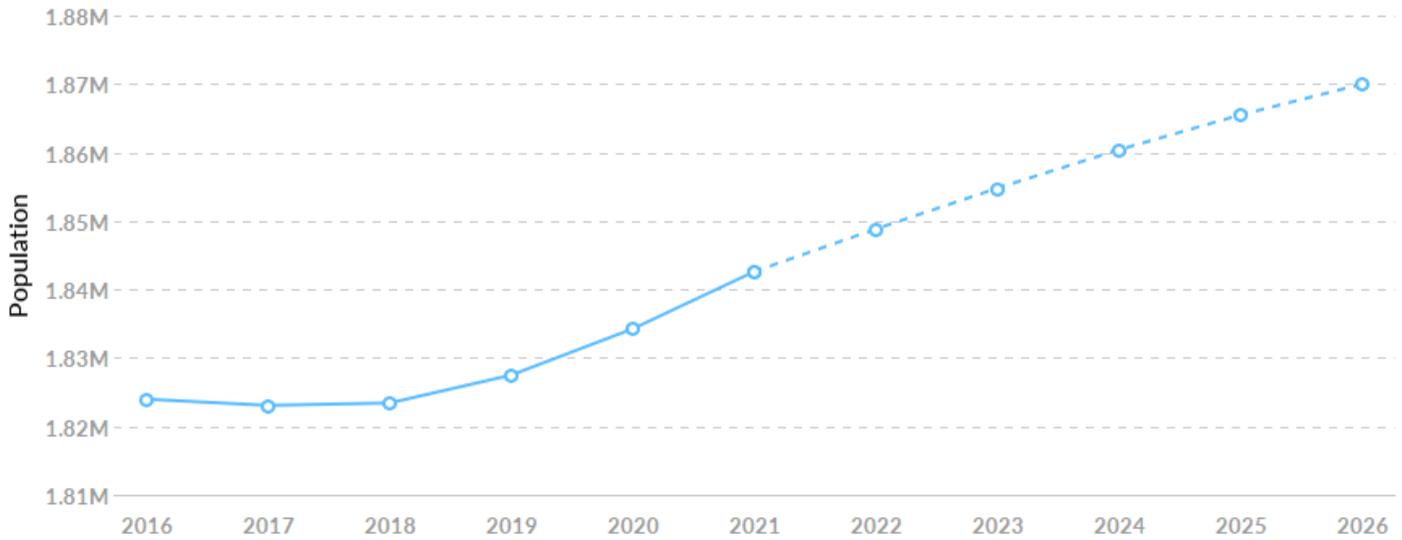


Ethnicity	Unemployment (Nov 2021)	% of Cohort
Hispanic or Latino	1,543	9.22%
Not Hispanic or Latino	15,186	90.78%
Total	16,729	100.00%

Historic & Projected Trends

Population Trends

As of 2021 the region's population **increased by 1.0%** since 2016, growing by 18,645. Population is expected to **increase by 1.5%** between 2021 and 2026, adding 27,374.



Timeframe	Population
2016	1,823,963
2017	1,823,061
2018	1,823,411
2019	1,827,484
2020	1,834,246
2021	1,842,608
2022	1,848,824
2023	1,854,788
2024	1,860,396
2025	1,865,486
2026	1,869,982

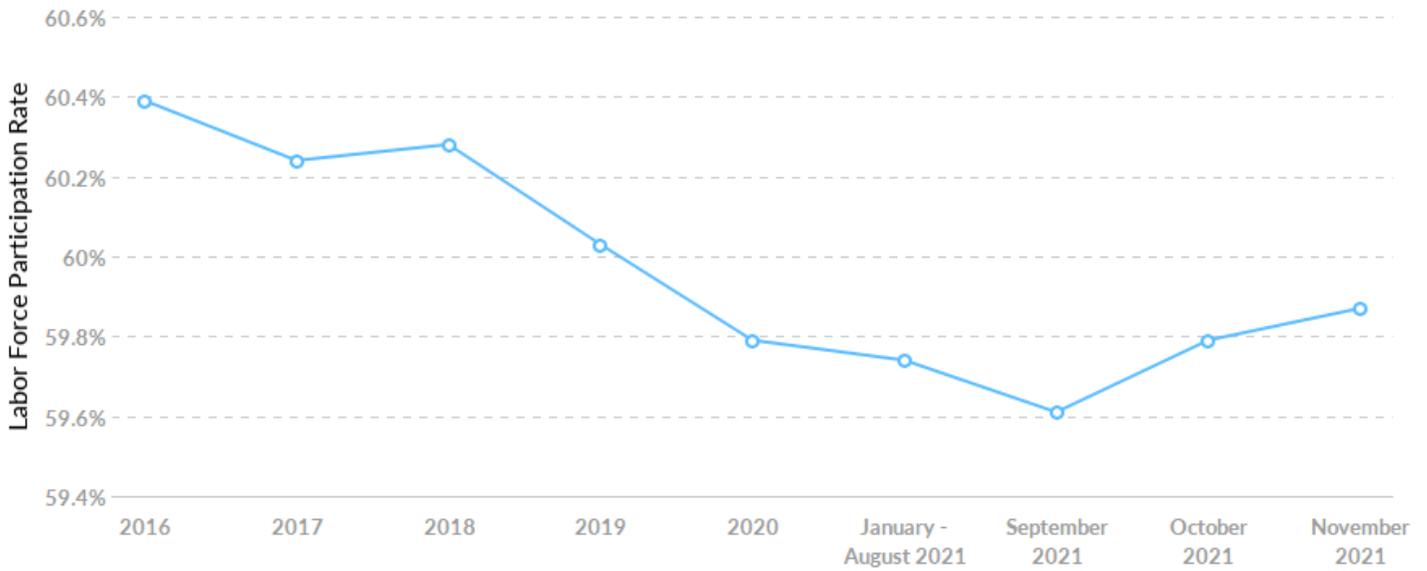
Job Trends

From 2016 to 2021, jobs declined by 1.5% in PSO- Served Oklahoma Counties from 791,714 to 780,067. This change fell short of the national growth rate of 0.4% by 1.1%.



Timeframe	Jobs
2016	791,714
2017	795,827
2018	806,619
2019	809,135
2020	780,874
2021	780,067
2022	785,284
2023	789,871
2024	793,996
2025	797,502
2026	800,625

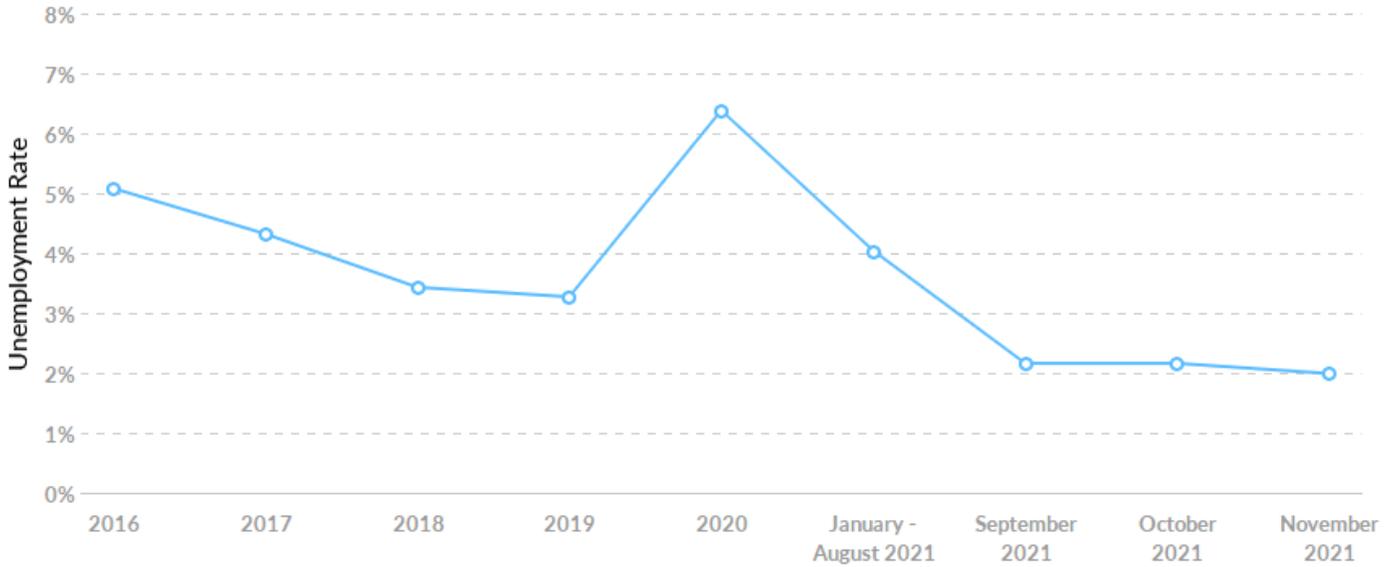
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2016	60.39%
2017	60.24%
2018	60.28%
2019	60.03%
2020	59.79%
January - August 2021	59.74%
September 2021	59.61%
October 2021	59.79%
November 2021	59.87%

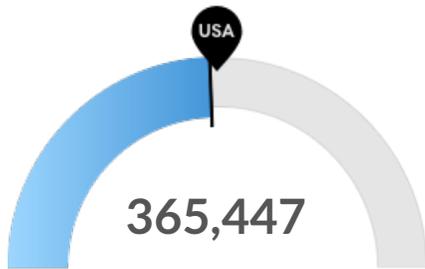
Unemployment Rate Trends

Your areas had a November 2021 unemployment rate of 1.99%, decreasing from 5.08% 5 years before.



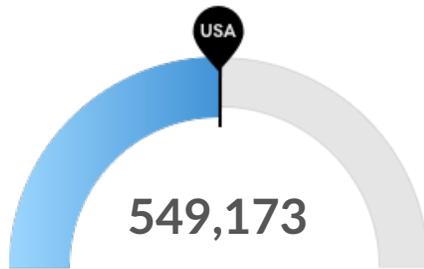
Timeframe	Unemployment Rate
2016	5.08%
2017	4.32%
2018	3.43%
2019	3.27%
2020	6.38%
January - August 2021	4.04%
September 2021	2.16%
October 2021	2.16%
November 2021	1.99%

Population Characteristics



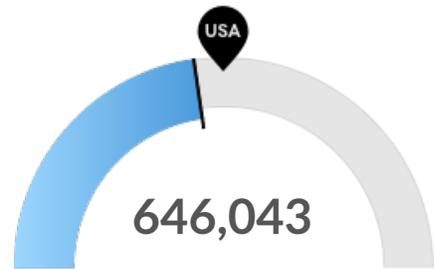
Millennials

Your area has 365,447 millennials (ages 25-39). The national average for an area this size is 377,990.



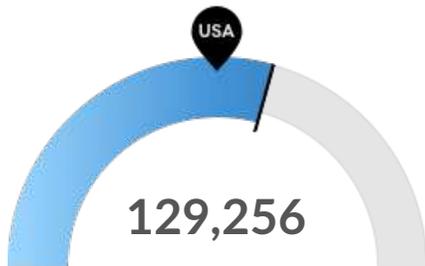
Retiring Soon

Retirement risk is about average in your area. The national average for an area this size is 545,919 people 55 or older, while there are 549,173 here.



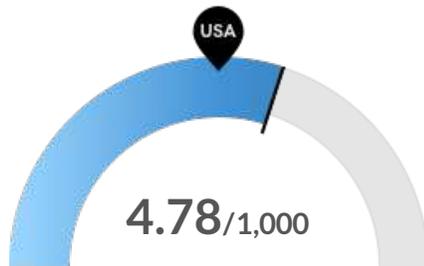
Racial Diversity

Racial diversity is low in your area. The national average for an area this size is 738,804 racially diverse people, while there are 646,043 here.



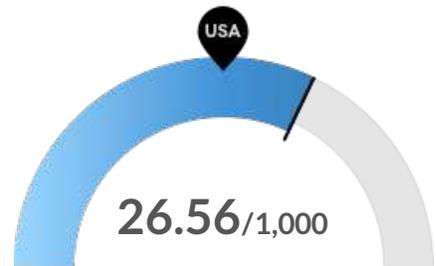
Veterans

Your area has 129,256 veterans. The national average for an area this size is 101,470.



Violent Crime

Your area has 4.78 violent crimes per 1,000 people. The national rate is 3.62 per 1,000 people.

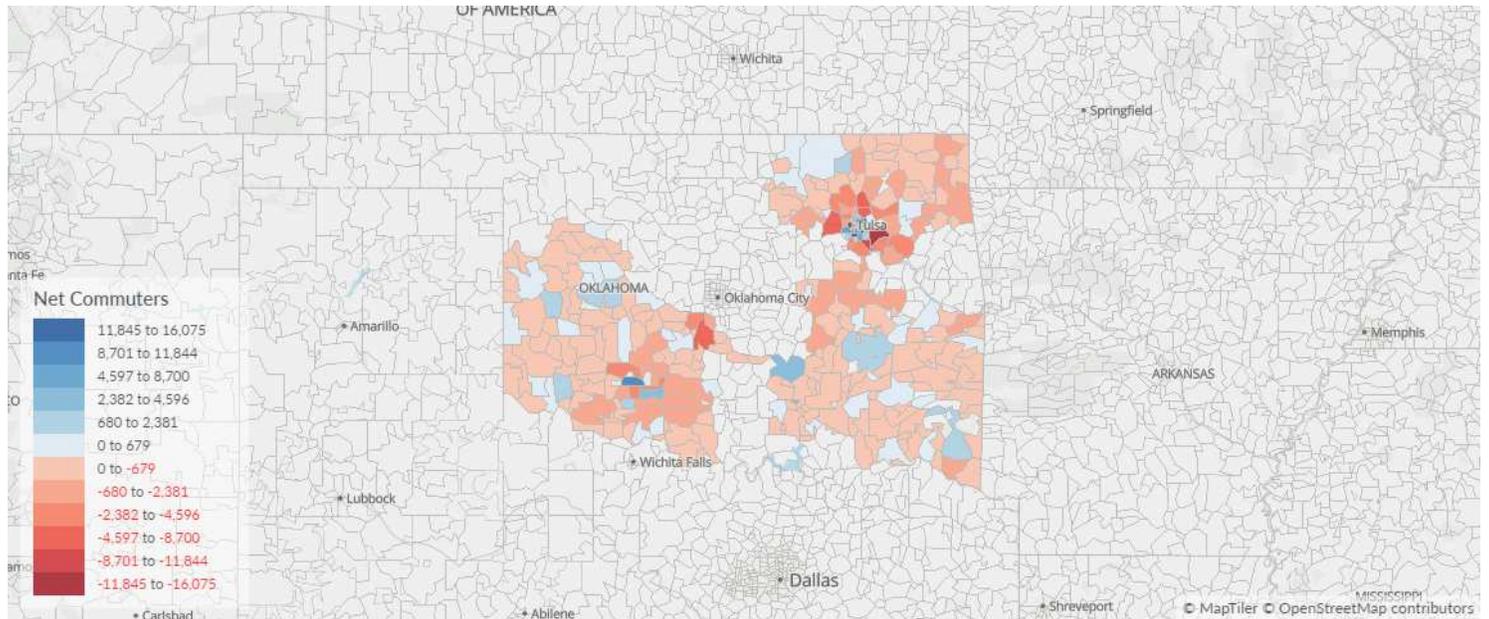


Property Crime

Your area has 26.56 property crimes per 1,000 people. The national rate is 17.91 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

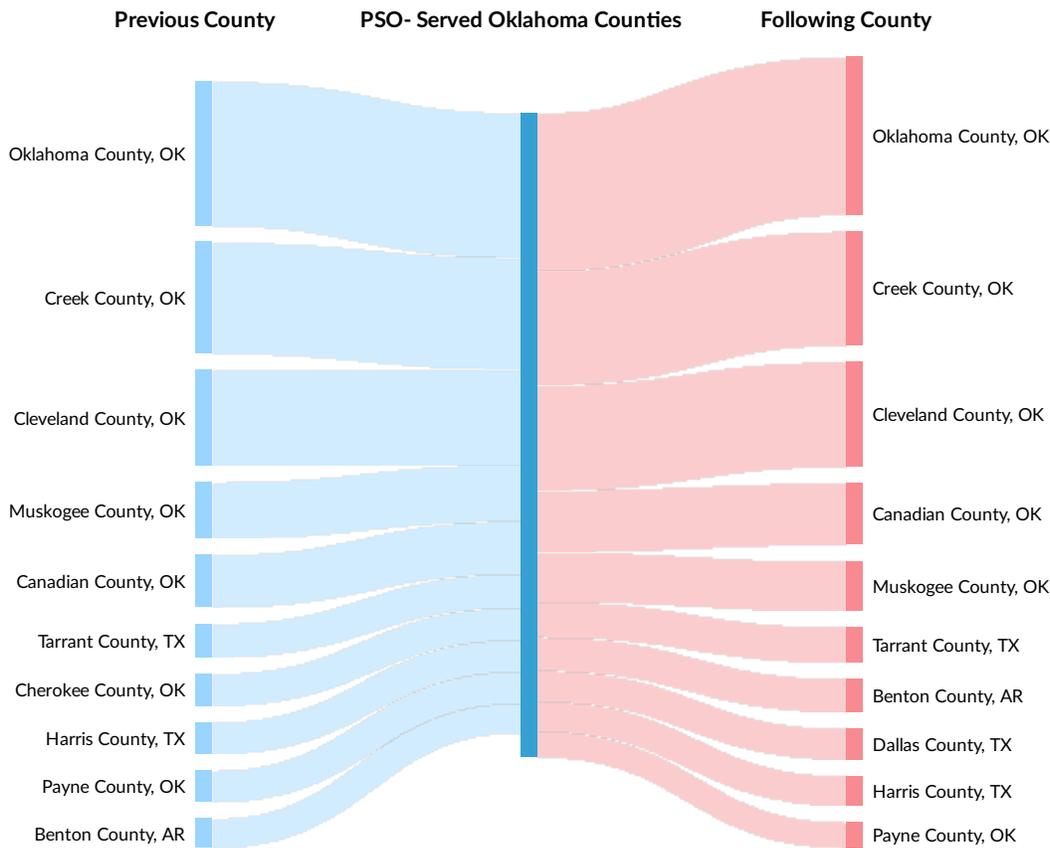
Where Talent Lives

ZIP	Name	2021 Employment	ZIP	Name	2021 Workers
74012	Broken Arrow, OK (in Tu...	31,955	74012	Broken Arrow, OK (in Tu...	31,091
74133	Tulsa, OK (in Tulsa coun...	28,952	74133	Tulsa, OK (in Tulsa coun...	23,234
74136	Tulsa, OK (in Tulsa coun...	25,553	73505	Lawton, OK (in Comanc...	22,506
74135	Tulsa, OK (in Tulsa coun...	20,156	74055	Owasso, OK (in Tulsa co...	21,496
73505	Lawton, OK (in Comanc...	19,999	74014	Broken Arrow, OK (in W...	19,195

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 2019, **3,386** people have migrated from Oklahoma County, OK to PSO- Served Oklahoma Counties. In the same year, **3,702** people left PSO- Served Oklahoma Counties migrating to Oklahoma County, OK. The total Net Migration for PSO- Served Oklahoma Counties in 2019 was **1,394**.

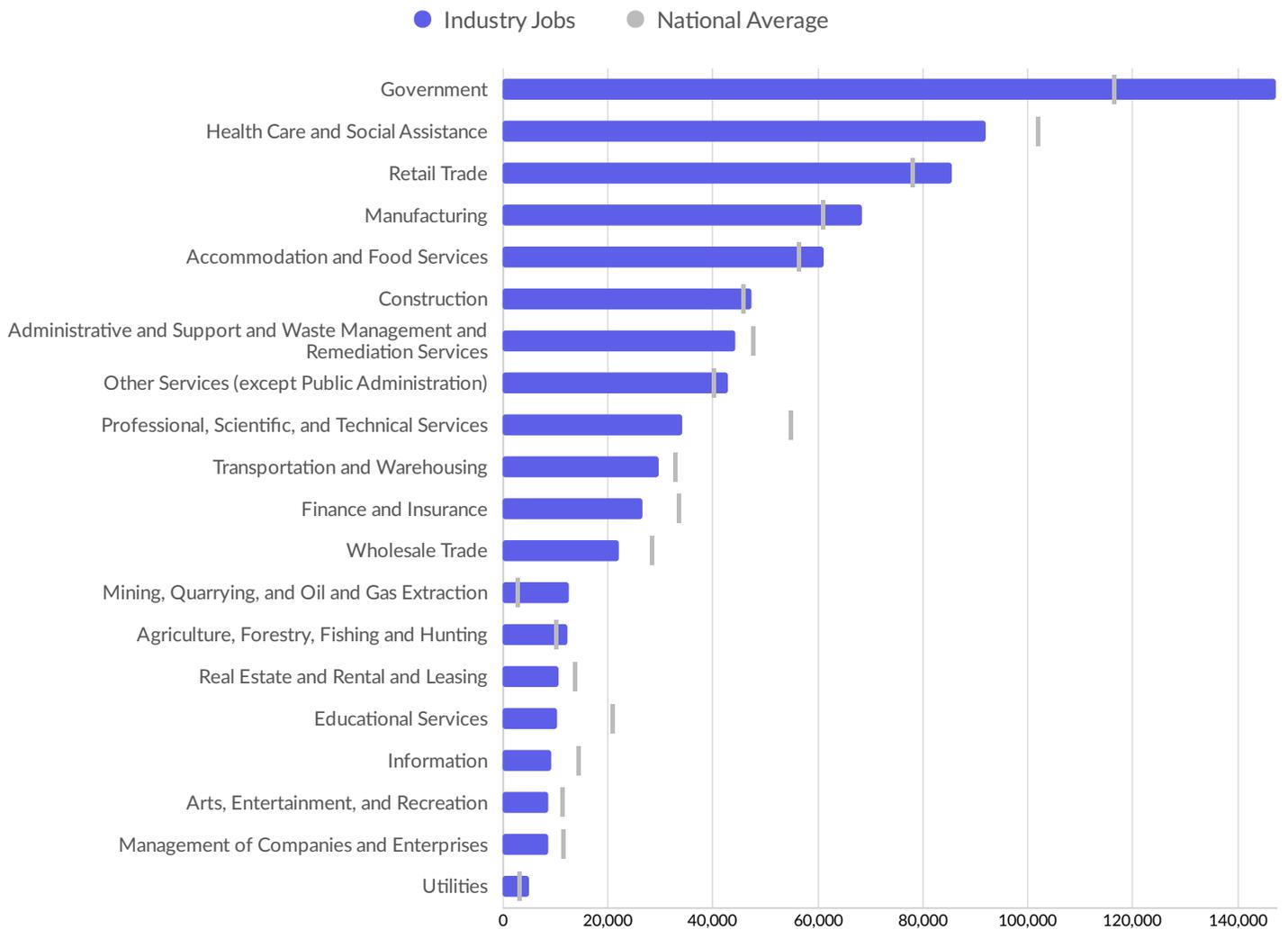


Top Previous Counties	Migrations
Oklahoma County, OK	3,386
Creek County, OK	2,607
Cleveland County, OK	2,241
Muskogee County, OK	1,319
Canadian County, OK	1,230

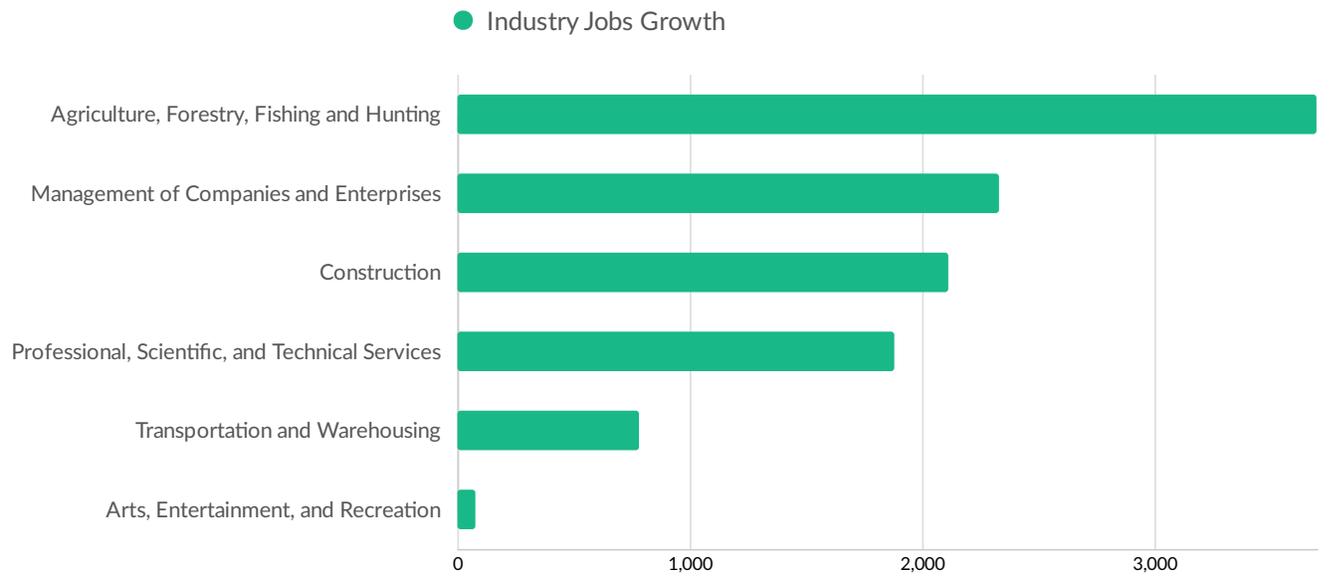
Top Previous Counties	Migrations
Tarrant County, TX	789
Cherokee County, OK	752
Harris County, TX	744
Payne County, OK	744
Benton County, AR	688
Dallas County, TX	688
Bryan County, OK	510
Sebastian County, AR	482
Kay County, OK	454
Pottawatomie County, OK	452
Top Following Counties	Migrations
Oklahoma County, OK	3,702
Creek County, OK	2,676
Cleveland County, OK	2,457
Canadian County, OK	1,441
Muskogee County, OK	1,162
Tarrant County, TX	827
Benton County, AR	782
Dallas County, TX	725
Harris County, TX	698
Payne County, OK	606
Cherokee County, OK	588
Denton County, TX	554
Pottawatomie County, OK	529
Sebastian County, AR	518
Collin County, TX	513

Industry Characteristics

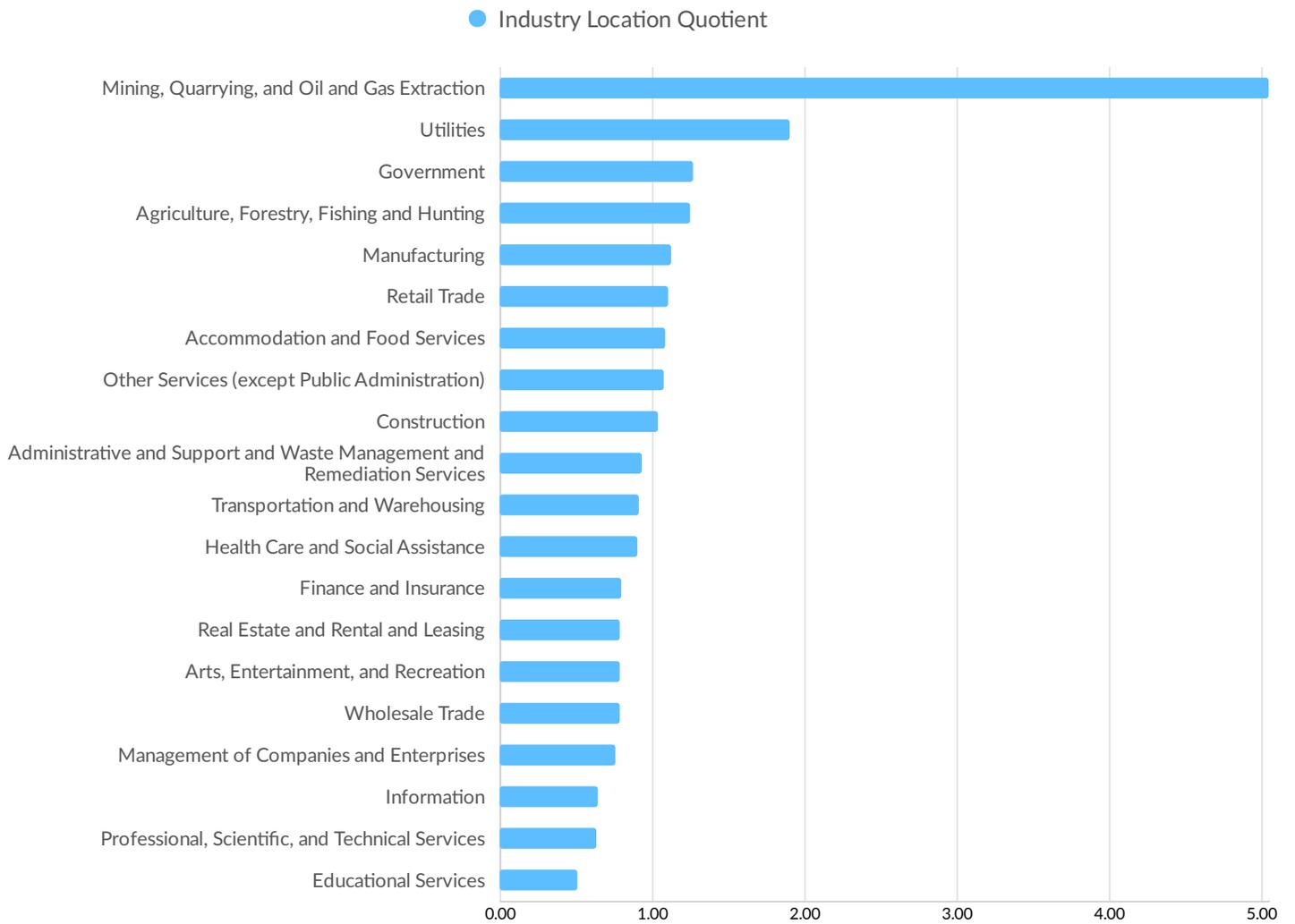
Largest Industries



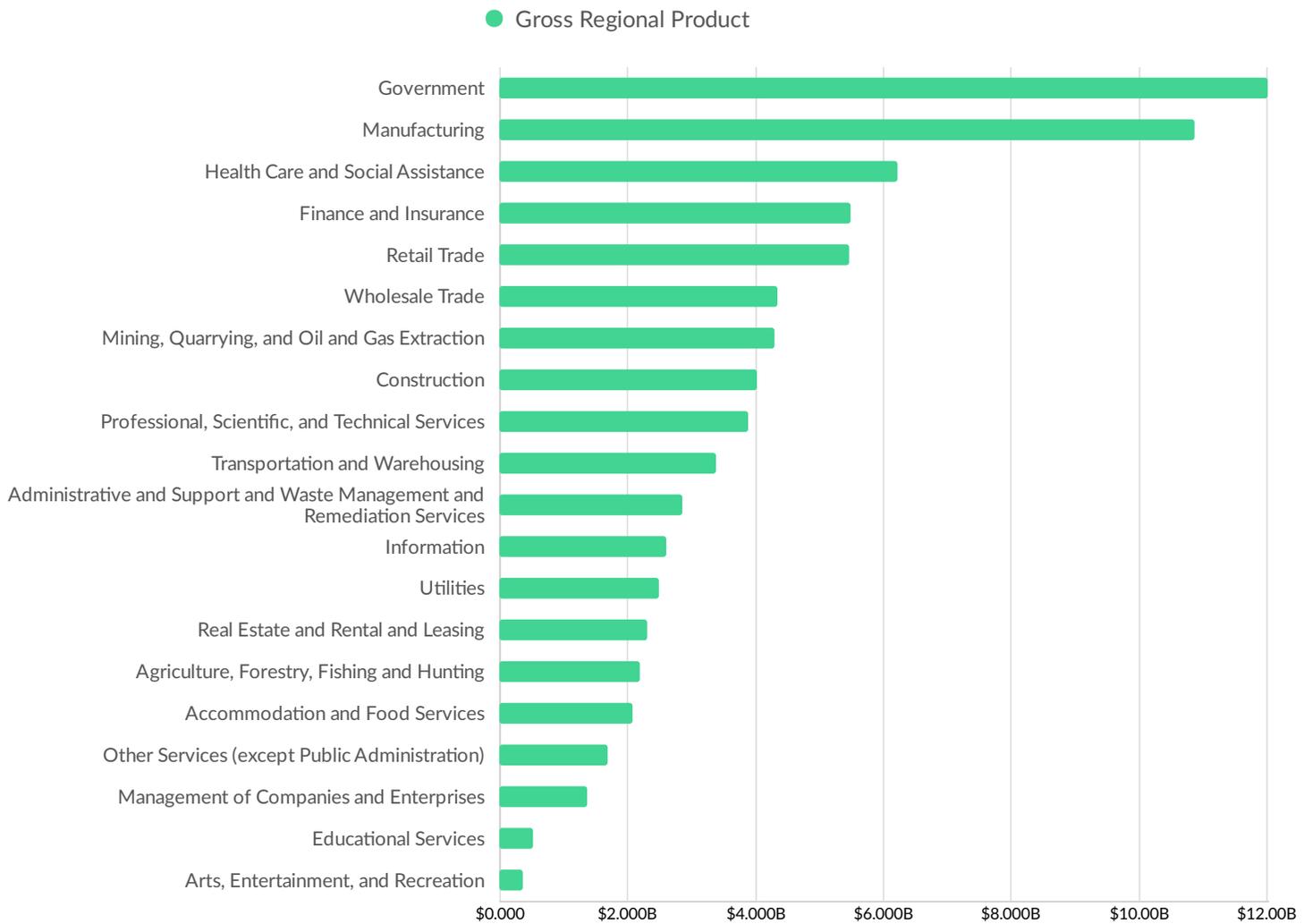
Top Growing Industries



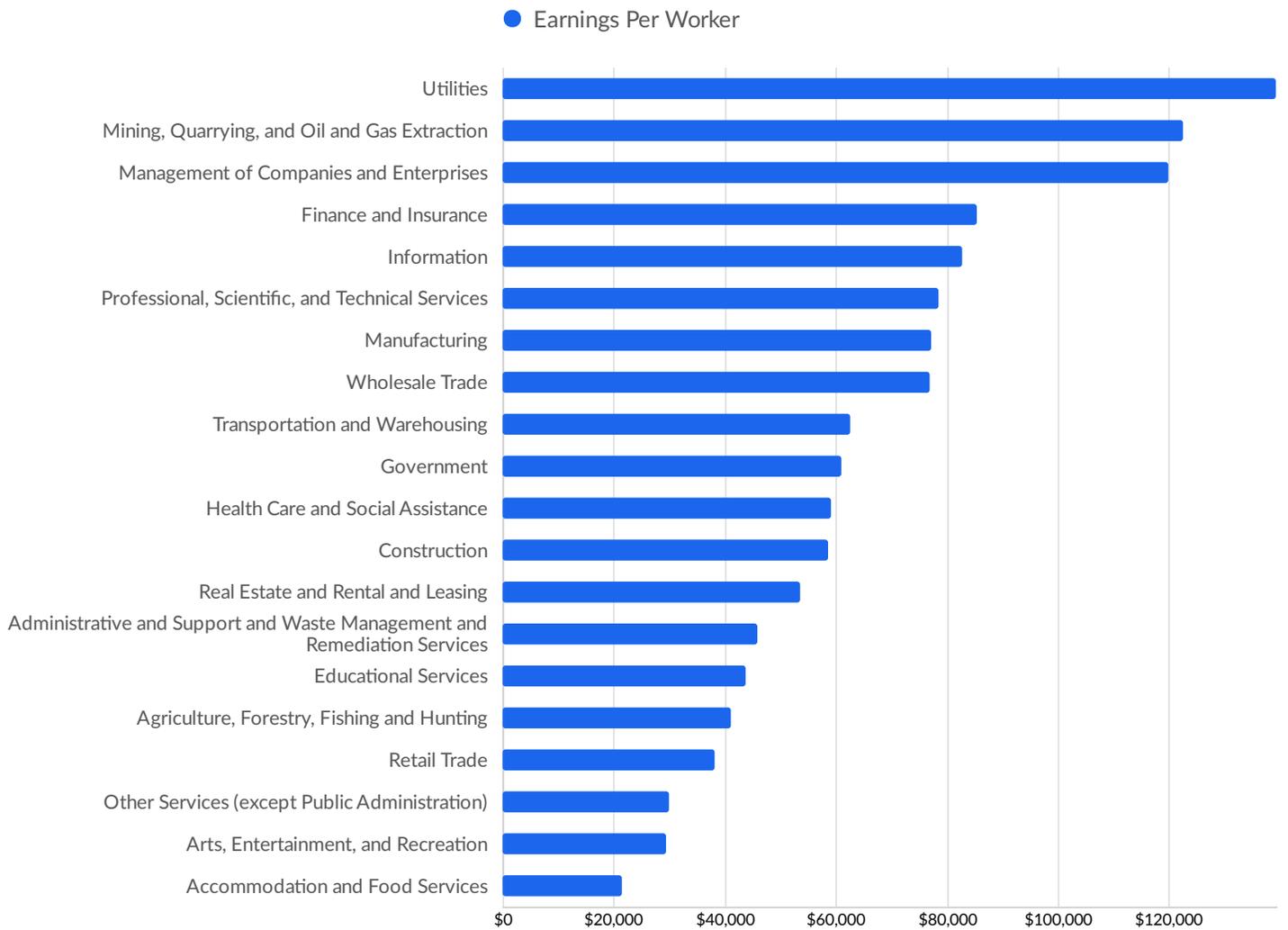
Top Industry Location Quotient



Top Industry GRP



Top Industry Earnings



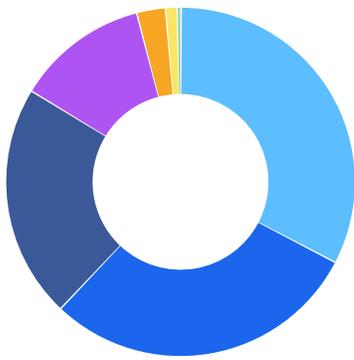
Business Characteristics

89,474 Companies Employ Your Workers

Online profiles for your workers mention 89,474 companies as employers, with the top 10 appearing below. In the last 12 months, 8,867 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
United States Army	3,989 	Ascension	2,812 
Tulsa Public Schools	3,390 	Humana	1,801 
Walmart	2,992 	Walmart	1,391 
Hillcrest Healthcare System	2,353 	Saint Francis Health System	1,283 
American Airlines	2,207 	Hillcrest Medical Center	1,234 
Saint Francis Health System	1,990 	Certified Source	989 
ConocoPhillips	1,516 	Trinity Employment Specialists	962 
Tulsa Community College	1,506 	Cherokee Nation	868 
Phillips 66	1,422 	Lowe's	864 
Williams	1,422 	Health Care Service Corporation	861 

Business Size

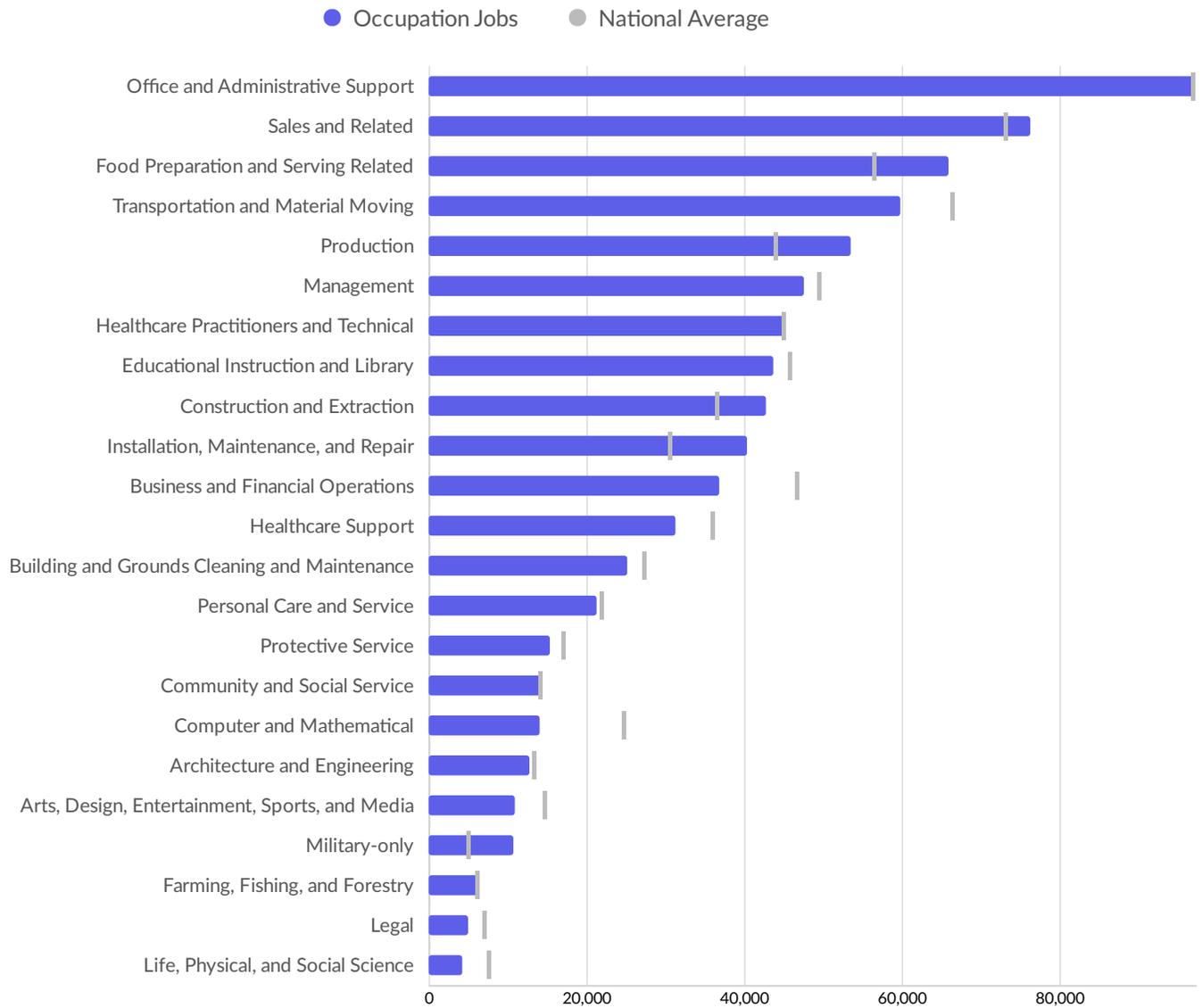


	Percentage	Business Count
1 to 4 employees	32.6%	21,820
5 to 9 employees	29.4%	19,698
10 to 19 employees	21.7%	14,511
20 to 49 employees	12.2%	8,201
50 to 99 employees	2.7%	1,783
100 to 249 employees	1.1%	727
250 to 499 employees	0.3%	175
500+ employees	0.1%	72

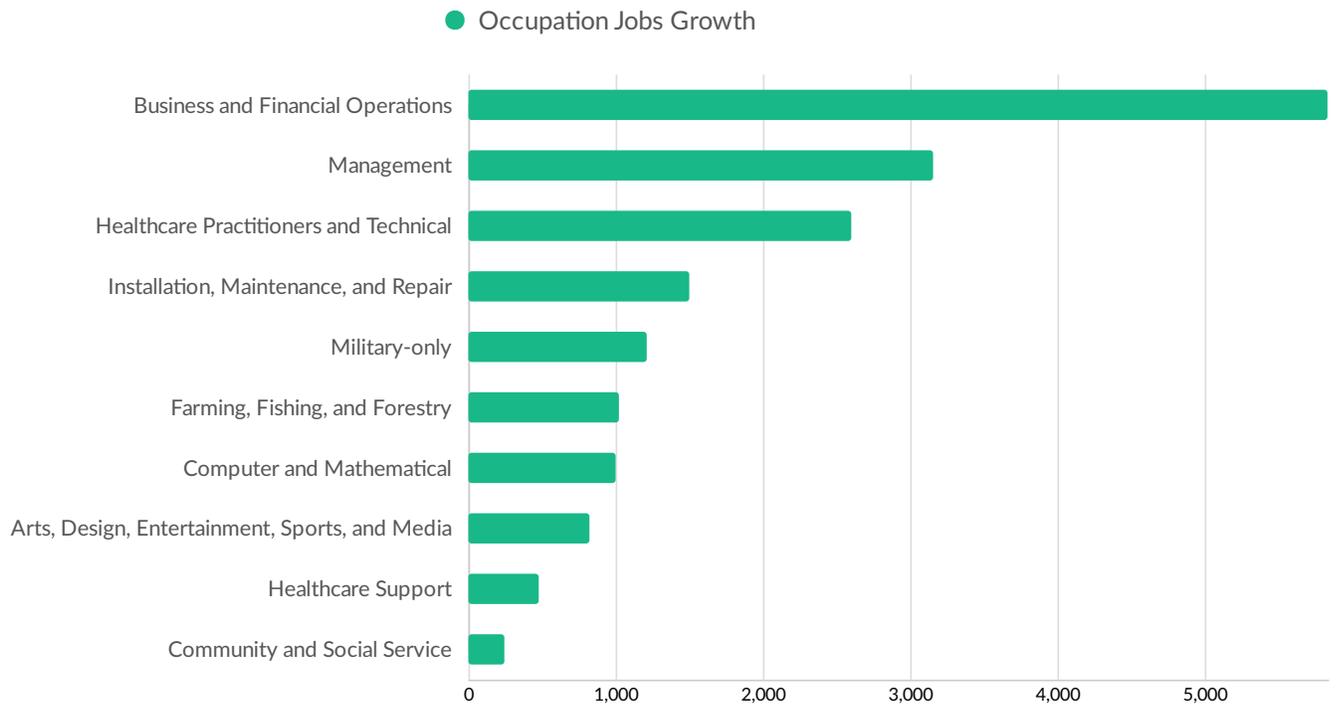
*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

Workforce Characteristics

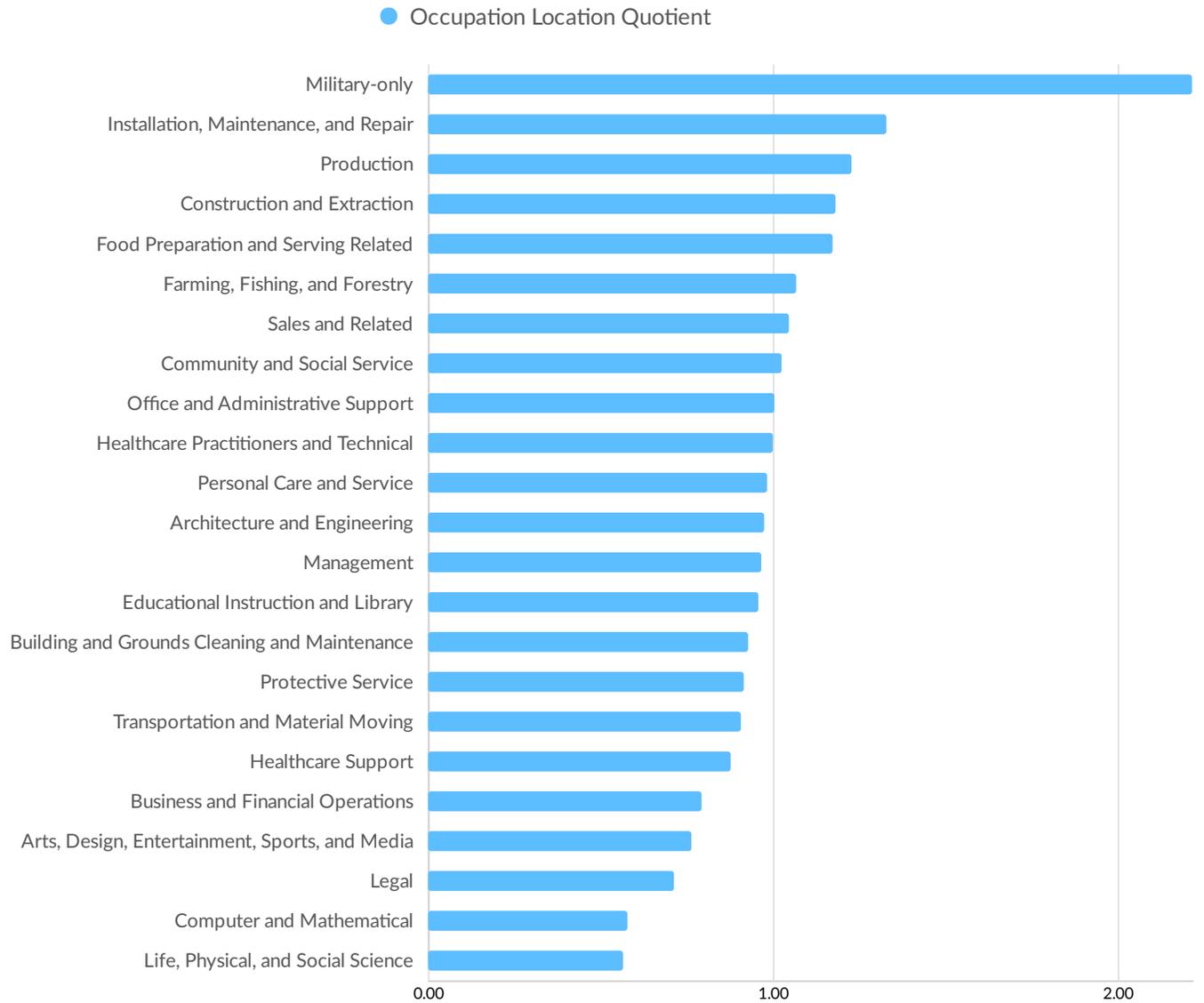
Largest Occupations



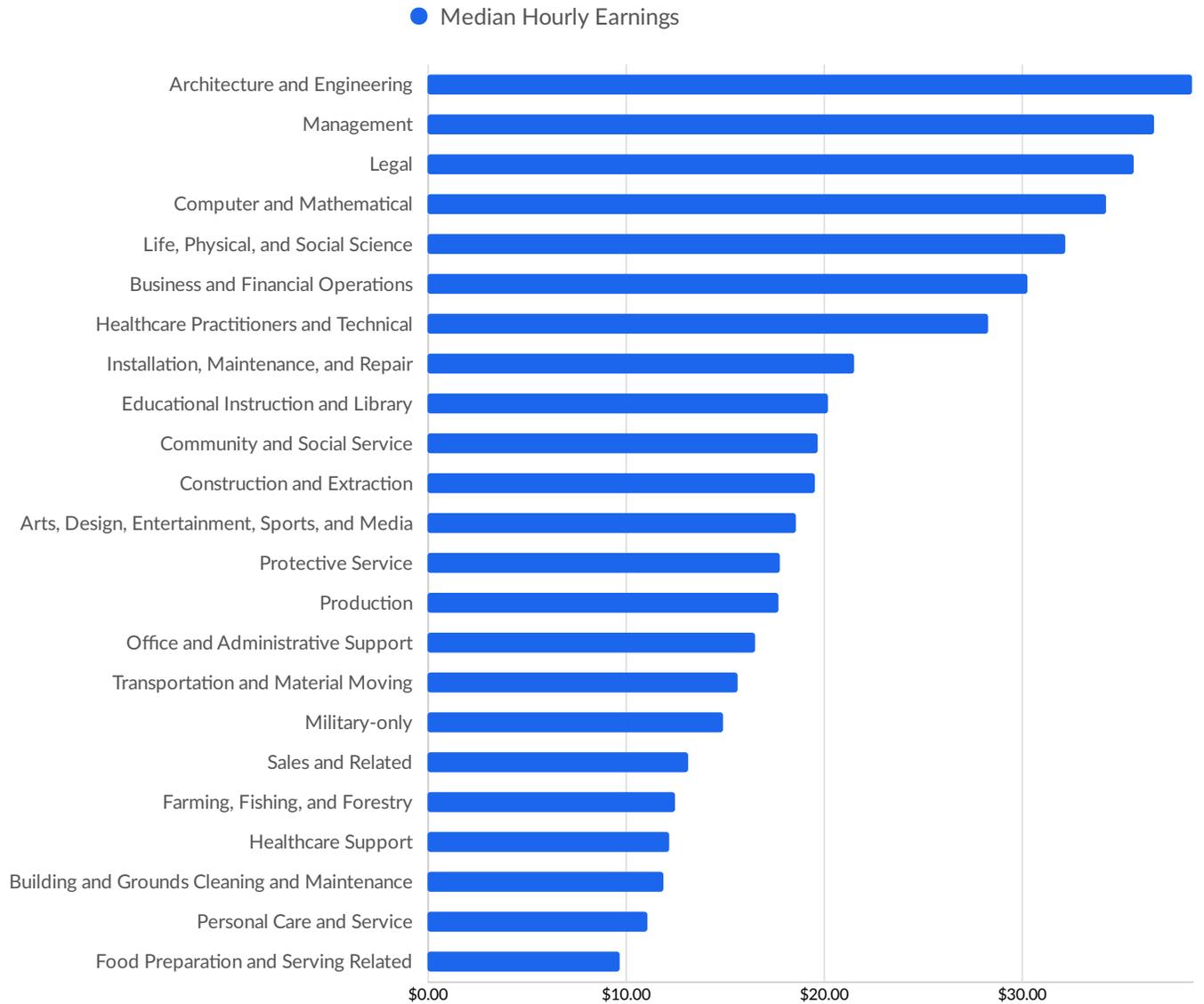
Top Growing Occupations



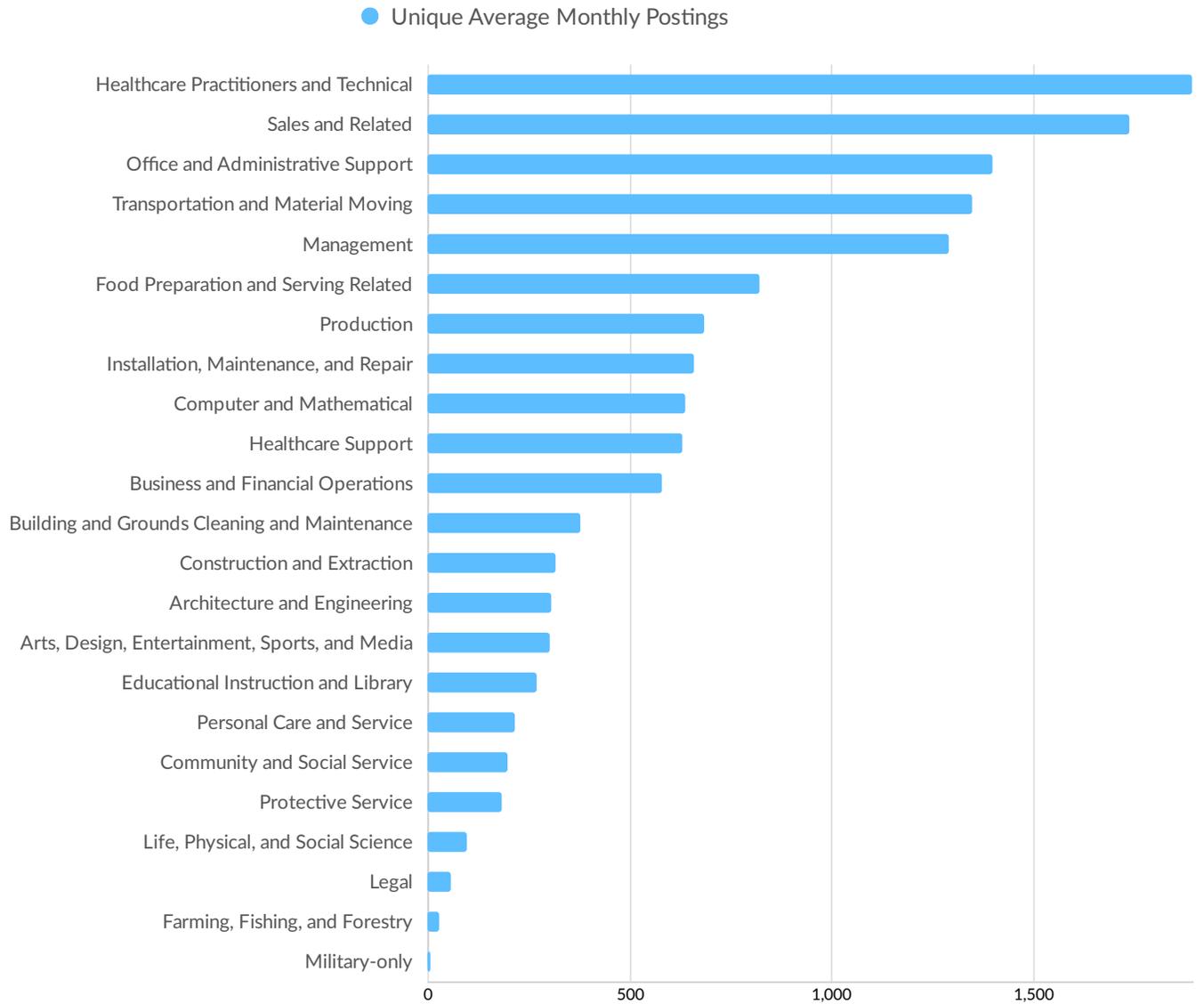
Top Occupation Location Quotient



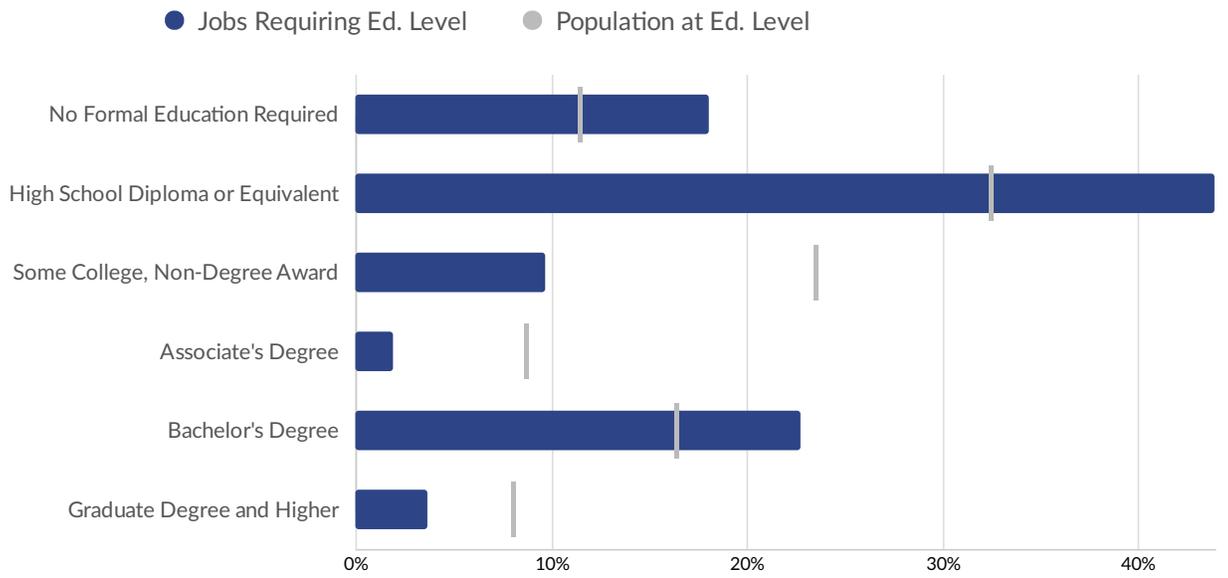
Top Occupation Earnings



Top Posted Occupations

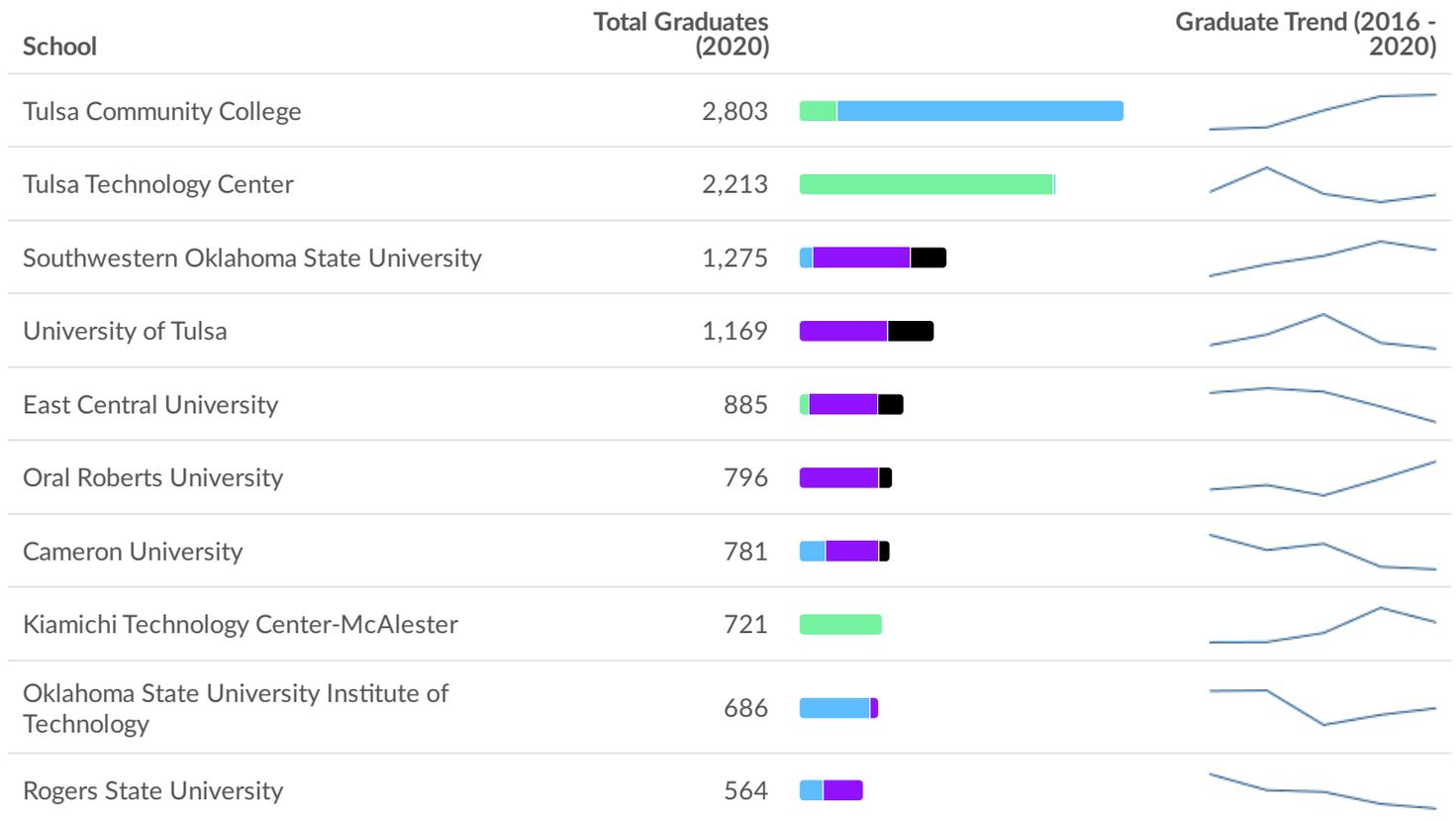


Underemployment



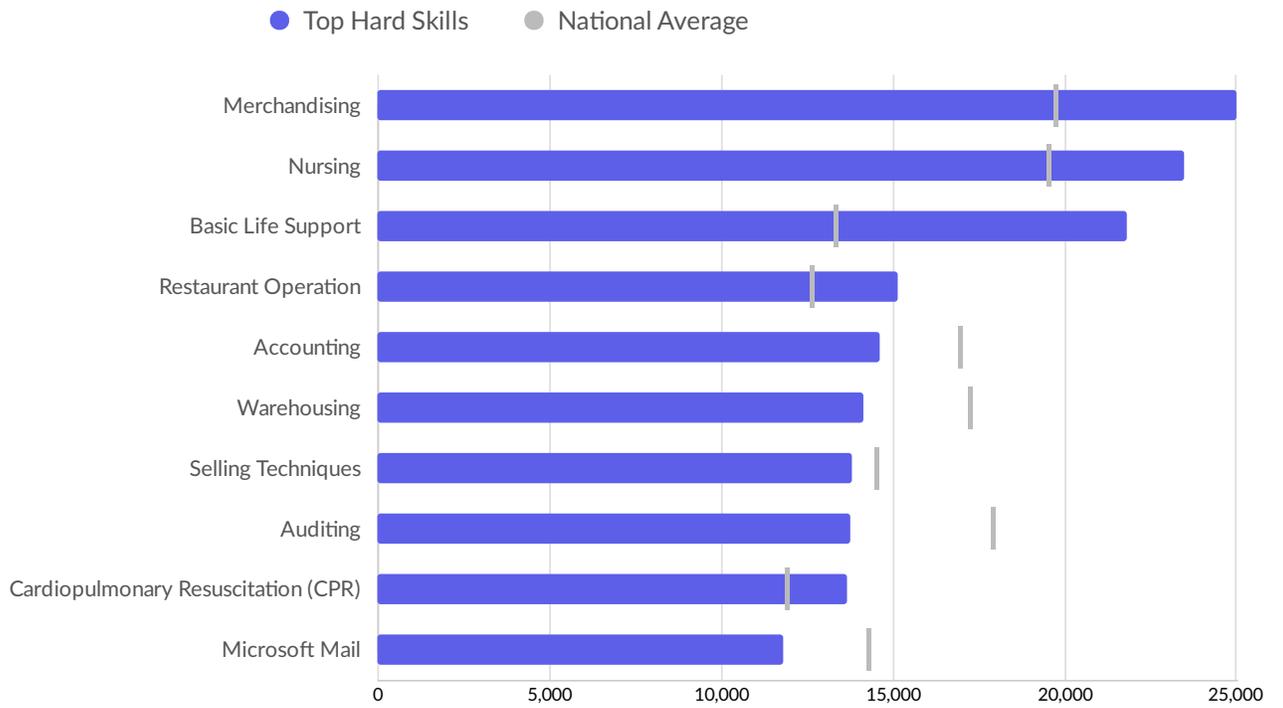
Educational Pipeline

In 2020, there were 18,428 graduates in PSO- Served Oklahoma Counties. This pipeline has shrunk by 8% over the last 5 years. The highest share of these graduates come from Welding Technology/Welder, "Business Administration and Management, General", and Registered Nursing/Registered Nurse.



● 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
40091	McIntosh County, OK
40097	Mayes County, OK
40105	Nowata County, OK
40107	Okfuskee County, OK
40111	Okmulgee County, OK
40113	Osage County, OK
40115	Ottawa County, OK
40117	Pawnee County, OK
40121	Pittsburg County, OK
40123	Pontotoc County, OK

Code	Description
40127	Pushmataha County, OK
40129	Roger Mills County, OK
40131	Rogers County, OK
40137	Stephens County, OK
40141	Tillman County, OK
40143	Tulsa County, OK
40145	Wagoner County, OK
40147	Washington County, OK
40149	Washita County, OK