



Appalachian Power Company-Served West Virginia Counties



BOUNDLESS ENERGY™

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Report Parameters

23 Counties

54005	Boone County, WV	54035	Jackson County, WV
54011	Cabell County, WV	54039	Kanawha County, WV
54015	Clay County, WV	54043	Lincoln County, WV
54019	Fayette County, WV	54045	Logan County, WV
54025	Greenbrier County, WV	<i>See Appendix A for all 23 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

901,949

Population (2022)

Population **decreased by 30,396** over the last 5 years but is projected to **grow by 51** over the next 5 years.

371,755

Total Regional Employment

Jobs **decreased by 19,877** over the last 5 years but are projected to **grow by 6,377** over the next 5 years.

\$61.0K

Avg. Earnings Per Job (2022)

Regional average earnings per job are **\$18.8K below** the national average earnings of \$79.8K per job.

Takeaways

- As of 2022 the region's population **declined by 3.3%** since 2017, falling by 30,396. Population is expected to **increase by 0.0%** between 2022 and 2027, adding 51.
- From 2017 to 2022, jobs **declined by 5.1%** in Appalachian Power Company-Served West Virginia Counties from 391,632 to **371,755**. This change **fell short of the national growth rate of 2.4% by 7.5%**. As the number of jobs declined, the **labor force participation rate increased from 50.8% to 51.6% between 2017 and 2022**.
- Concerning educational attainment, **12.8% of the selected regions' residents possess a Bachelor's Degree** (7.9% below the national average), and **7.8% hold an Associate's Degree** (1.1% below the national average).
- The top three industries in 2022 are Restaurants and Other Eating Places, General Medical and Surgical Hospitals, and Education and Hospitals (Local Government).

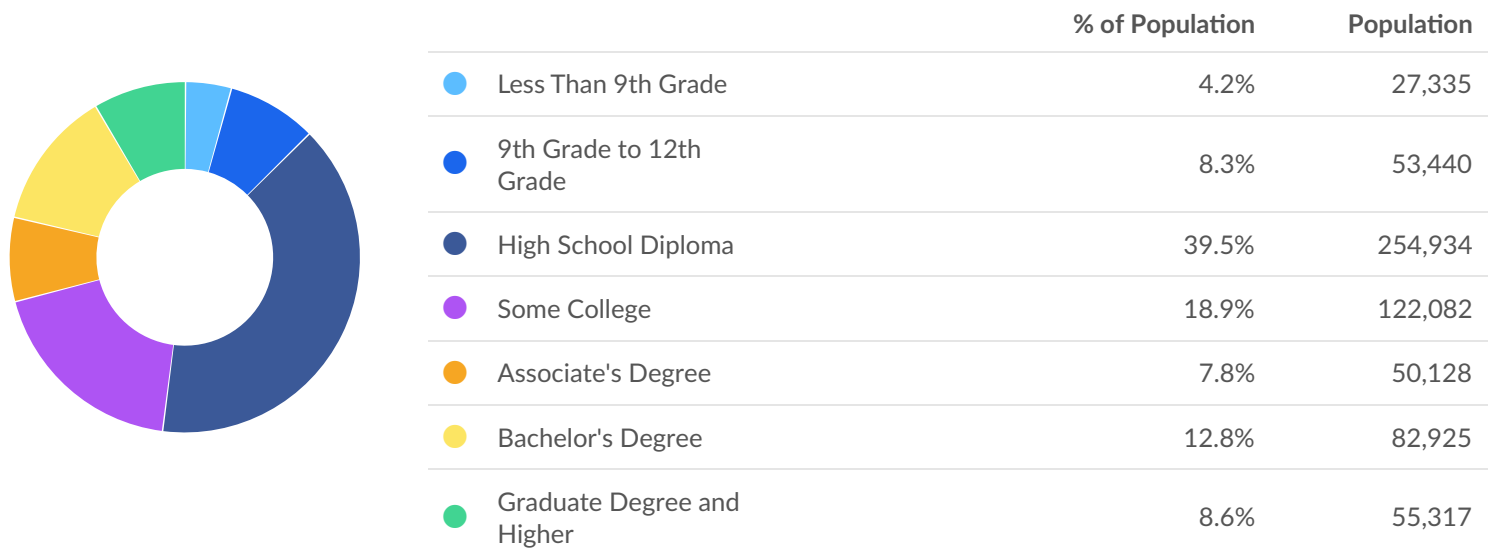
	Population (2022)	Labor Force (Sep 2022)	Jobs (2022)	Cost of Living	GRP	Imports	Exports
Region	901,949	374,664	371,755	93.4	\$45.85B	\$55.48B	\$68.30B
Appalachian Power Company-Served Tennessee Counties	371,081	160,638	158,472	92.2	\$19.62B	\$23.16B	\$26.21B
PSO-Served Oklahoma Counties	1,838,697	843,515	785,169	92.3	\$99.11B	\$107.72B	\$116.70B
Southwestern Electric Power Company-Served Arkansas Counties	871,227	416,668	427,180	91.6	\$50.48B	\$60.10B	\$55.30B
Indiana Michigan Power- Served Michigan Counties	598,825	290,197	244,711	92.5	\$32.96B	\$39.97B	\$36.29B
Indiana Michigan Power- Served Indiana Counties	2,240,330	1,094,493	1,071,085	94.3	\$134.07B	\$155.63B	\$165.74B
AEP Ohio-Served Counties	5,567,639	2,712,647	2,629,446	91.6	\$344.50B	\$320.35B	\$363.21B
Ohio	11,836,183	5,734,809	5,896,111	92.4	\$783.45B	\$631.33B	\$781.34B
Michigan	10,094,534	4,867,566	4,675,667	91.6	\$606.52B	\$528.26B	\$600.96B
Indiana	6,845,871	3,370,636	3,399,907	95.2	\$424.97B	\$434.17B	\$510.01B

Sep 2022 Labor Force Breakdown



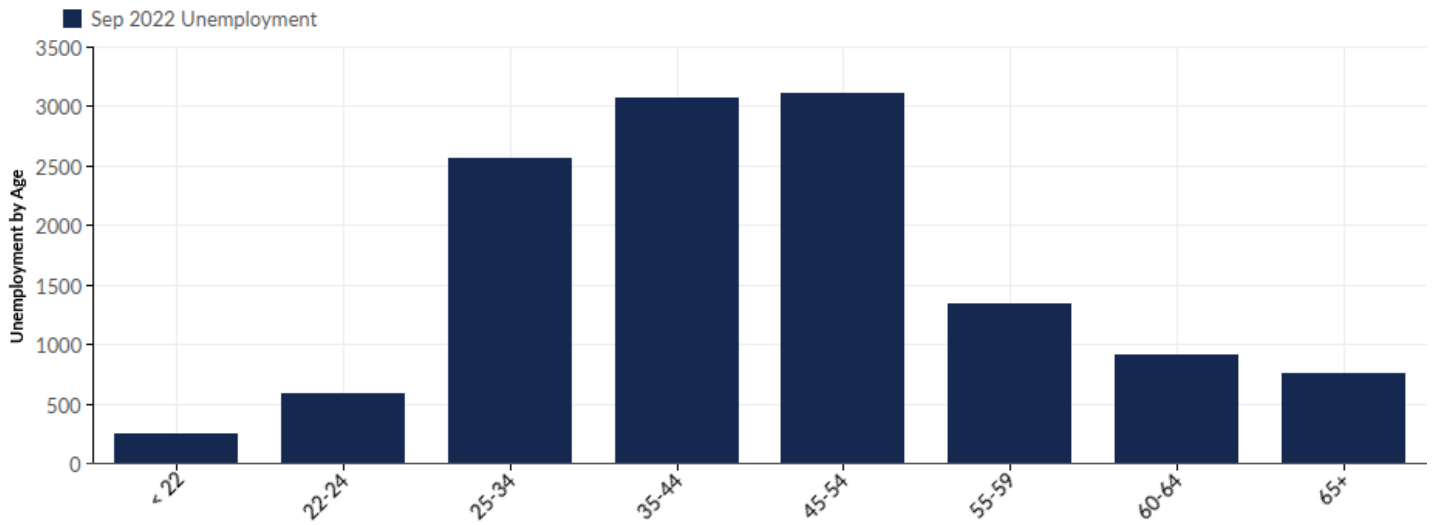
Educational Attainment

Concerning educational attainment, **12.8% of the selected regions' residents possess a Bachelor's Degree** (7.9% below the national average), and **7.8% hold an Associate's Degree** (1.1% below the national average).



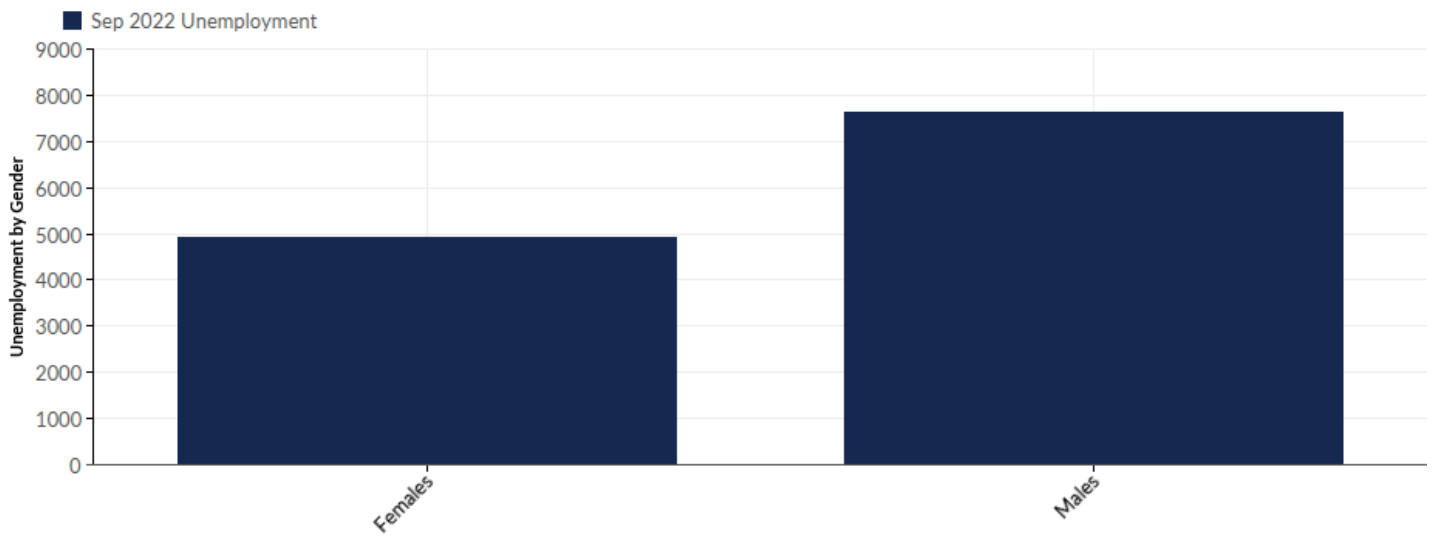
Unemployment by Demographics

Unemployment by Age



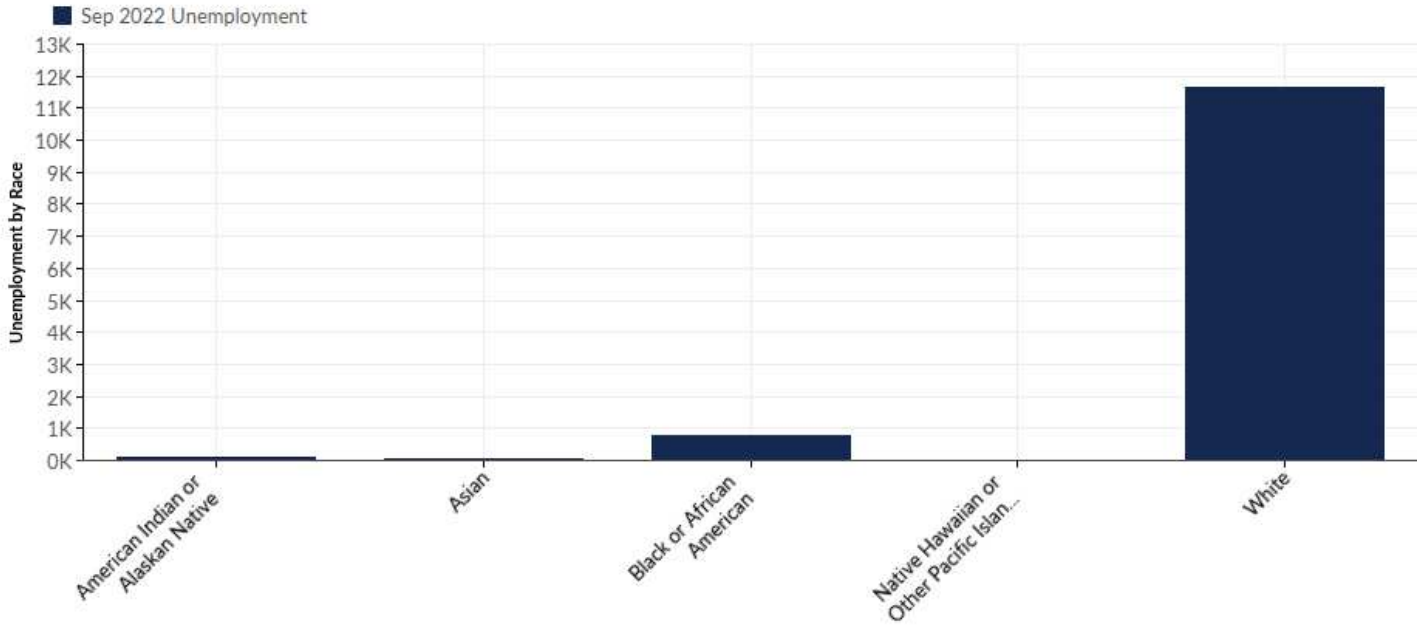
Age	Unemployment (Sep 2022)	% of Unemployed
< 22	241	1.92%
22-24	580	4.61%
25-34	2,568	20.43%
35-44	3,066	24.39%
45-54	3,106	24.71%
55-59	1,341	10.67%
60-64	915	7.28%
65+	753	5.99%
Total	12,571	100.00%

Unemployment by Gender



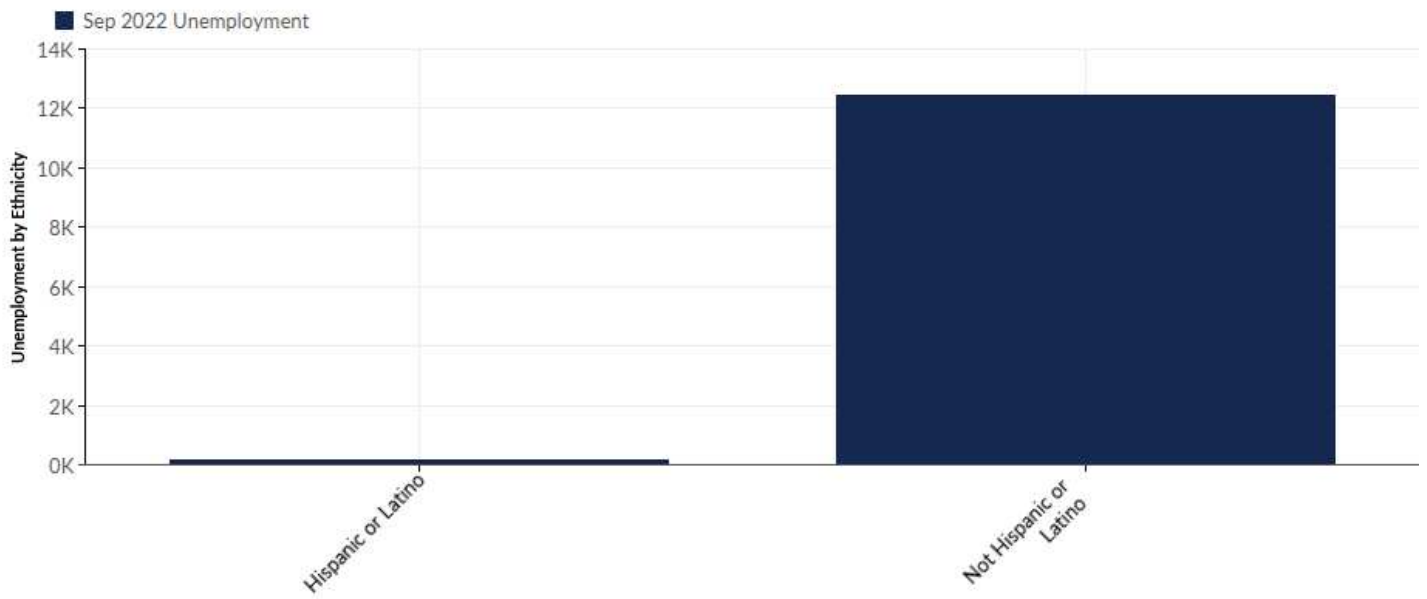
Gender	Unemployment (Sep 2022)	% of Unemployed
Females	4,929	39.21%
Males	7,642	60.79%
Total	12,571	100.00%

Unemployment by Race



Race	Unemployment (Sep 2022)	% of Unemployed
American Indian or Alaskan Native	108	0.86%
Asian	24	0.19%
Black or African American	760	6.05%
Native Hawaiian or Other Pacific Islander	10	0.08%
White	11,668	92.82%
Total	12,571	100.00%

Unemployment by Ethnicity

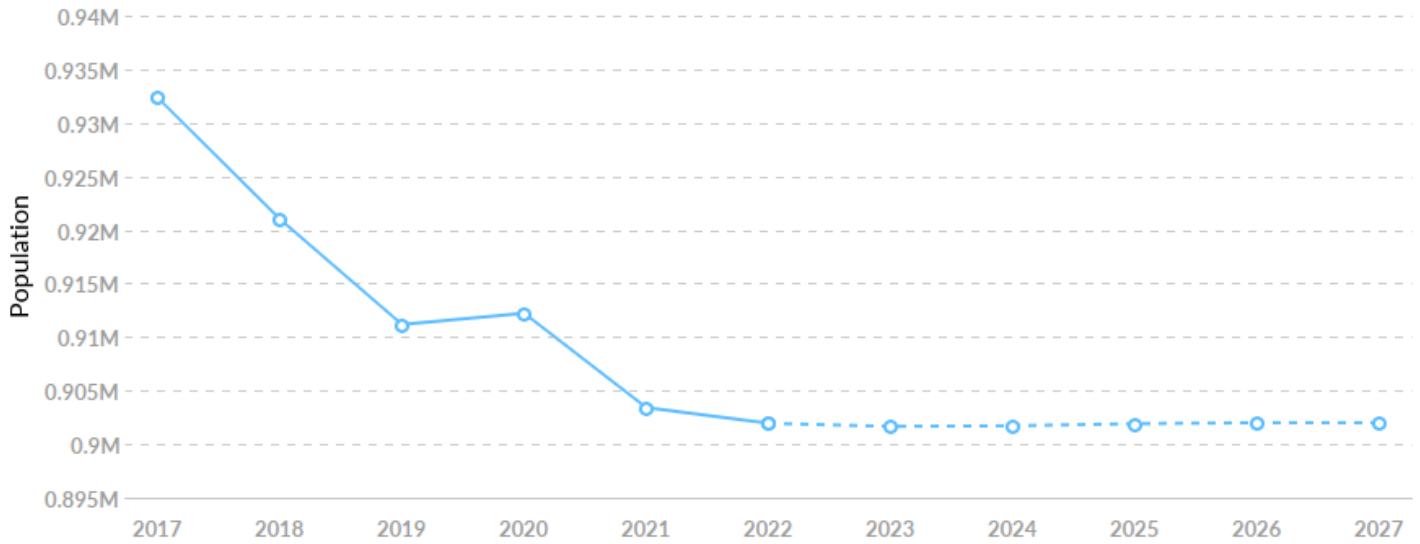


Ethnicity	Unemployment (Sep 2022)	% of Unemployed
Hispanic or Latino	156	1.24%
Not Hispanic or Latino	12,415	98.76%
Total	12,571	100.00%

Historic & Projected Trends

Population Trends

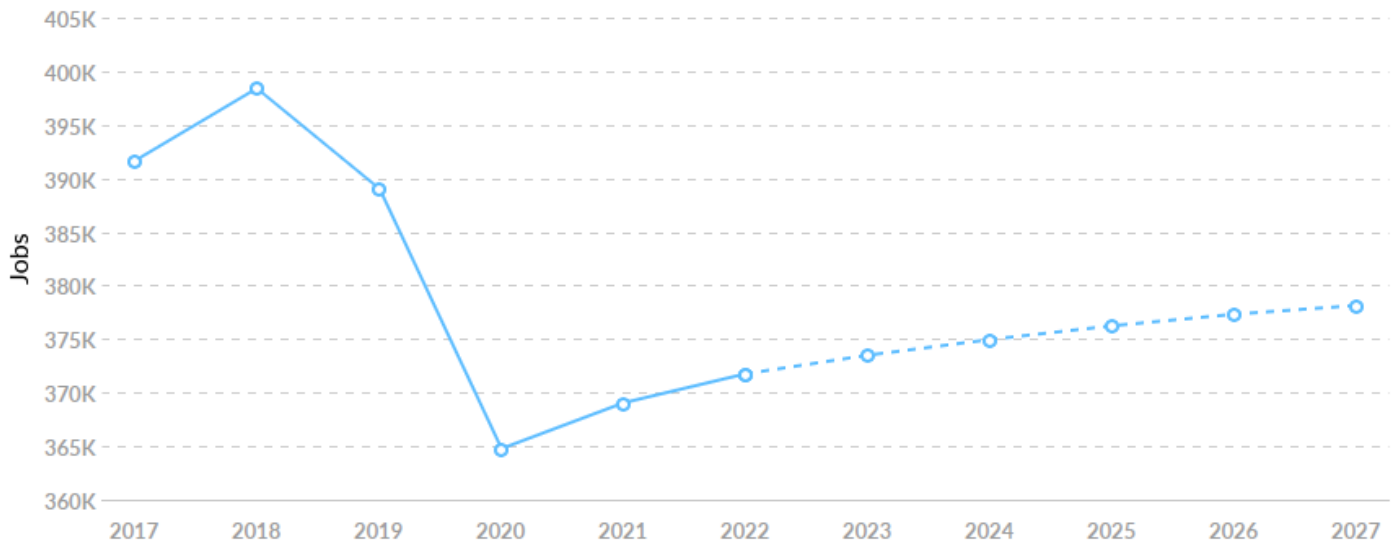
As of 2022 the region's population **declined by 3.3%** since 2017, falling by 30,396. Population is expected to **increase by 0.0%** between 2022 and 2027, adding 51.



Timeframe	Population
2017	932,345
2018	921,013
2019	911,172
2020	912,220
2021	903,413
2022	901,949
2023	901,654
2024	901,712
2025	901,911
2026	901,999
2027	902,001

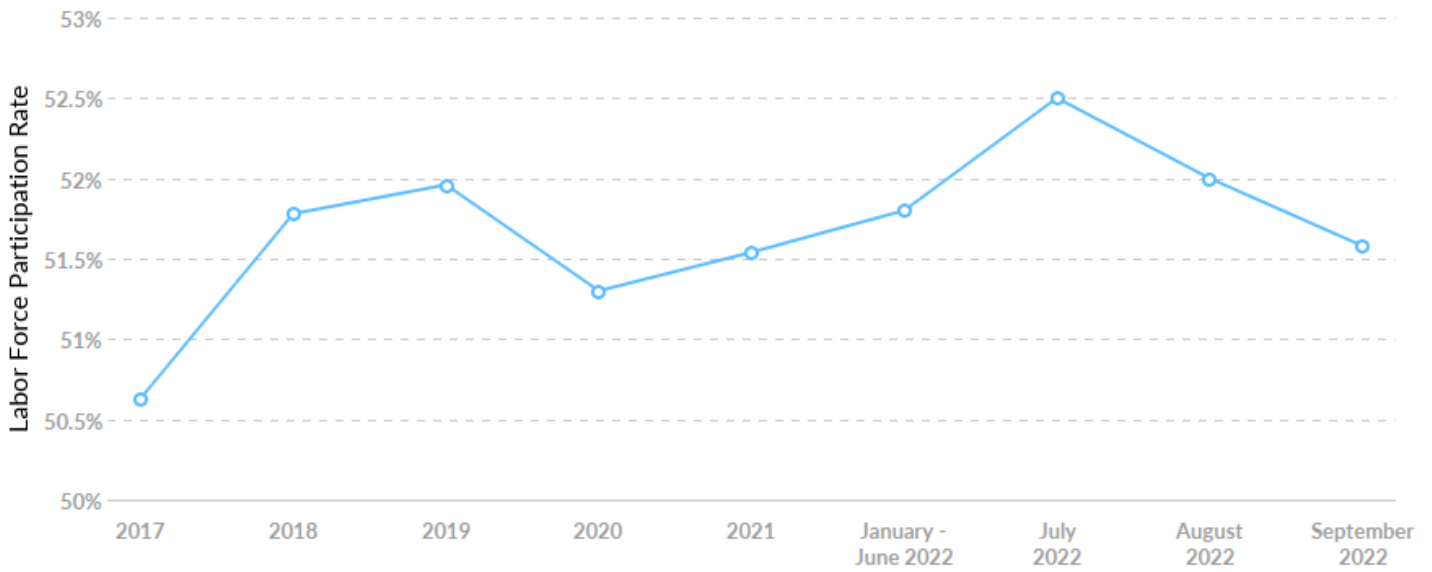
Job Trends

From 2017 to 2022, jobs **declined by 5.1%** in Appalachian Power Company-Served West Virginia Counties from 391,632 to 371,755. This change **fell short of the national growth rate of 2.4% by 7.5%**.



Timeframe	Jobs
2017	391,632
2018	398,402
2019	389,061
2020	364,758
2021	369,040
2022	371,755
2023	373,485
2024	374,953
2025	376,235
2026	377,317
2027	378,132

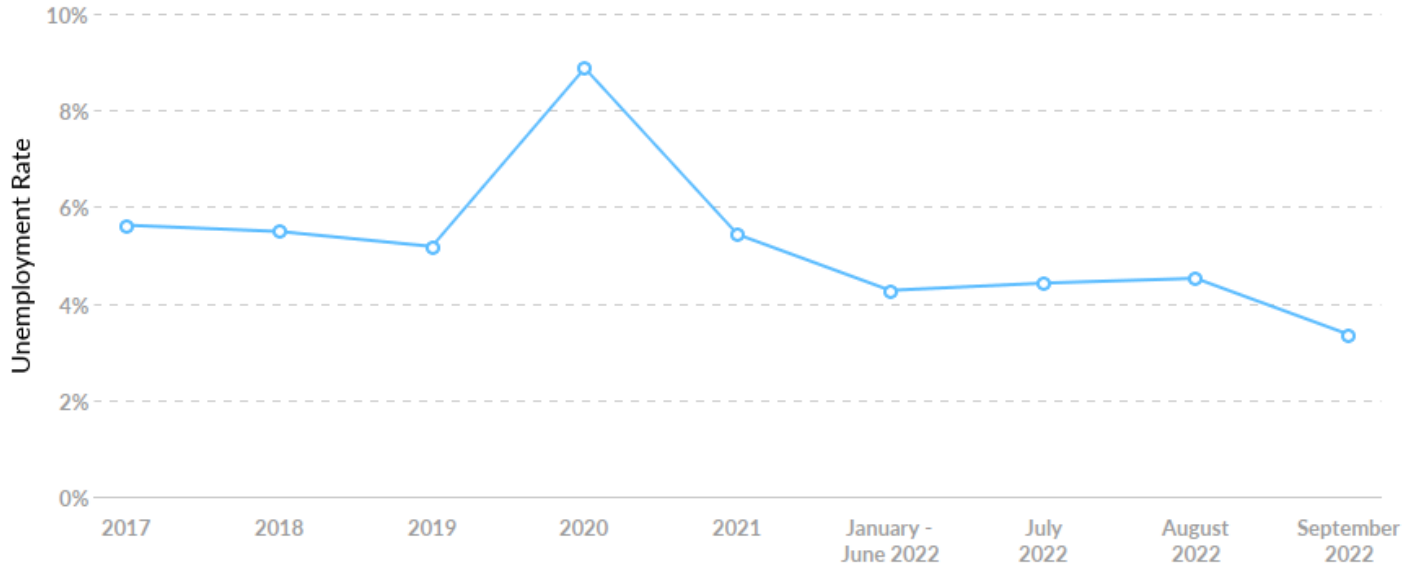
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2017	50.63%
2018	51.78%
2019	51.96%
2020	51.30%
2021	51.54%
January - June 2022	51.80%
July 2022	52.50%
August 2022	52.00%
September 2022	51.58%

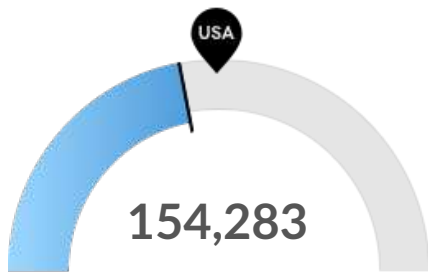
Unemployment Rate Trends

Your areas had a September 2022 unemployment rate of 3.36%, **decreasing from 5.62%** 5 years before.



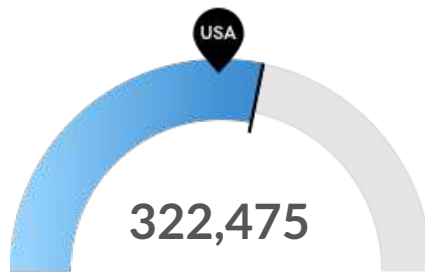
Timeframe	Unemployment Rate
2017	5.62%
2018	5.49%
2019	5.18%
2020	8.87%
2021	5.43%
January - June 2022	4.27%
July 2022	4.42%
August 2022	4.52%
September 2022	3.36%

Population Characteristics



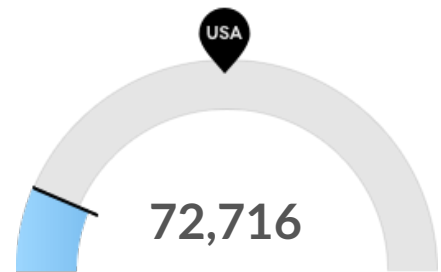
Millennials

Your area has 154,283 millennials (ages 25-39). The national average for an area this size is 184,536.



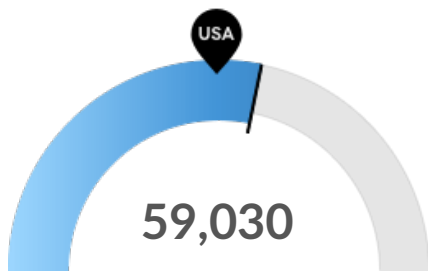
Retiring Soon

Retirement risk is high in your area. The national average for an area this size is 268,528 people 55 or older, while there are 322,475 here.



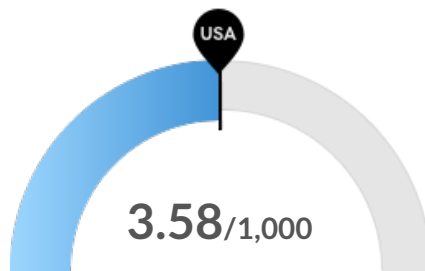
Racial Diversity

Racial diversity is low in your area. The national average for an area this size is 367,633 racially diverse people, while there are 72,716 here.



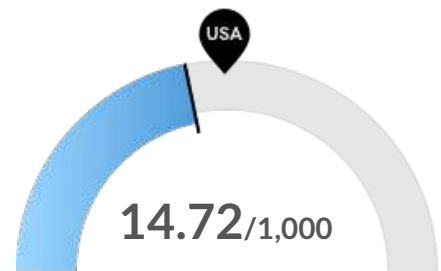
Veterans

Your area has 59,030 veterans. The national average for an area this size is 49,079.



Violent Crime

Your area has 3.58 violent crimes per 1,000 people. The national rate is 3.59 per 1,000 people.

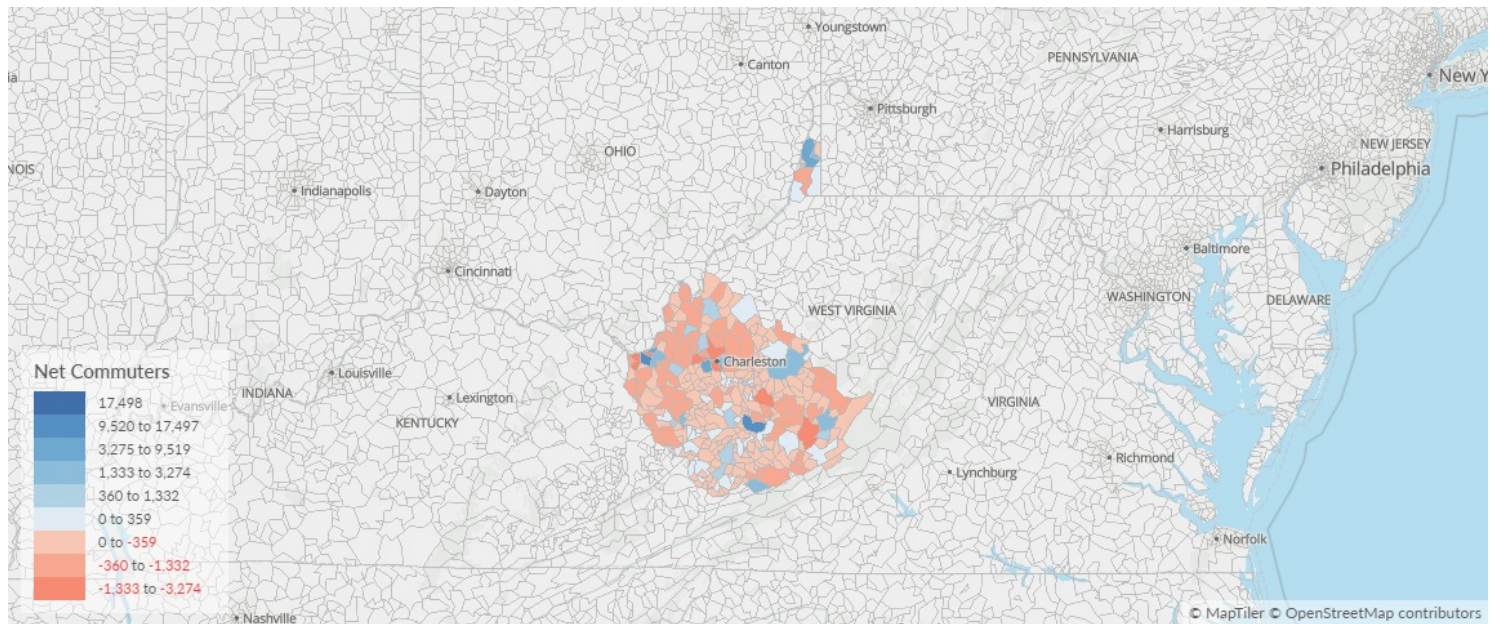


Property Crime

Your area has 14.72 property crimes per 1,000 people. The national rate is 17.8 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

ZIP	Name	2022 Employment
26003	Wheeling, WV (in Ohio ...)	23,764
25701	Huntington, WV (in Cab...)	21,164
25801	Beckley, WV (in Raleigh...)	21,070
25301	Charleston, WV (in Kan...)	20,391
25309	South Charleston, WV (i...)	10,119

Where Talent Lives

ZIP	Name	2022 Workers
26003	Wheeling, WV (in Ohio ...)	20,489
25801	Beckley, WV (in Raleigh...)	11,550
25526	Hurricane, WV (in Putna...)	10,410
25177	Saint Albans, WV (in Ka...)	10,110
24740	Princeton, WV (in Merc...)	9,381

Inbound and Outbound Migration

The table below analyzes past and current residents of Appalachian Power Company-Served West Virginia Counties. The left column shows residents of other counties migrating to Appalachian Power Company-Served West Virginia Counties. The right column shows residents migrating from Appalachian Power Company-Served West Virginia Counties to other counties.

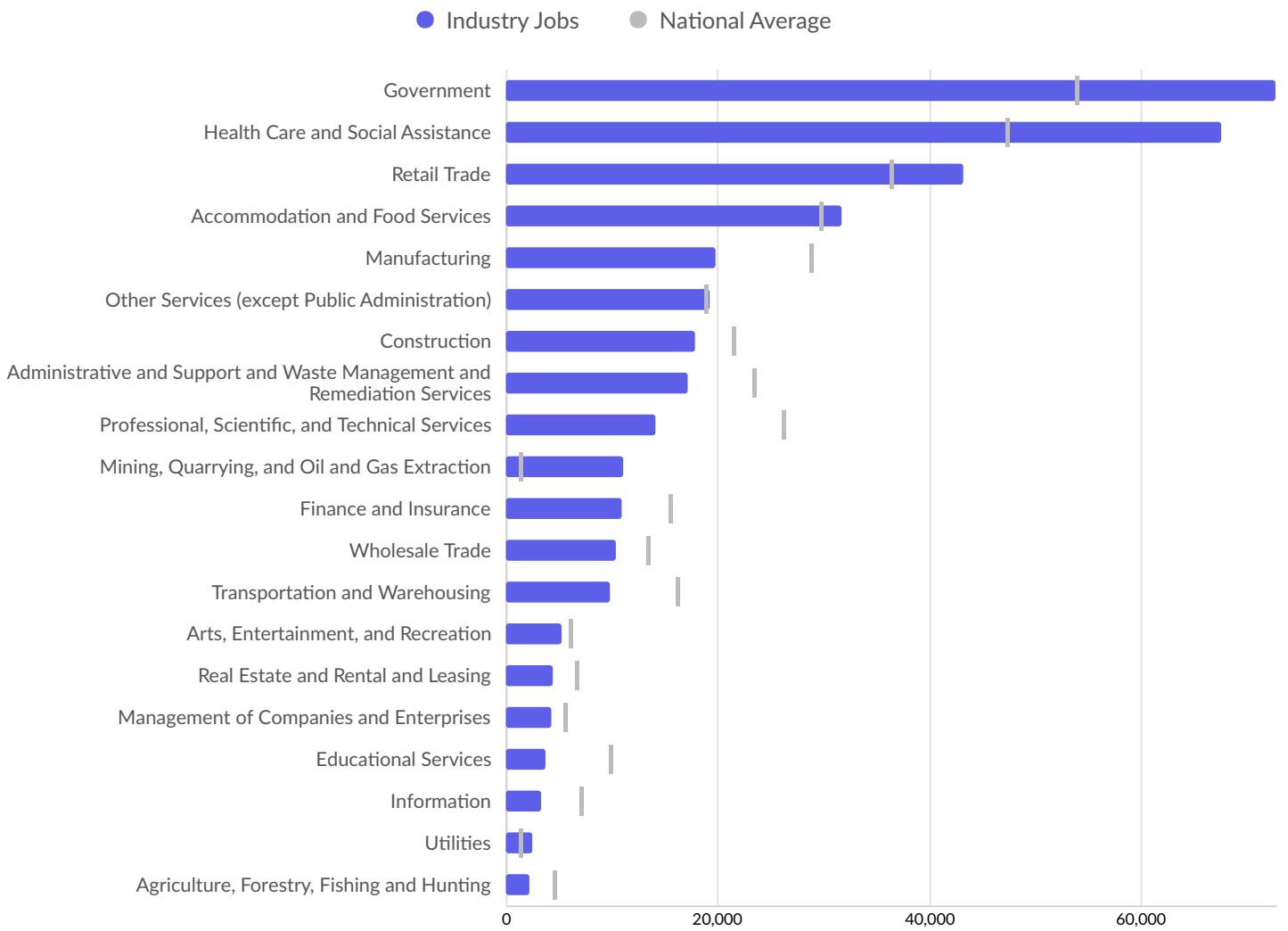
As of 2020, **529** people have migrated from Lawrence County, OH to Appalachian Power Company-Served West Virginia Counties. In the same year, **562** people left Appalachian Power Company-Served West Virginia Counties migrating to Lawrence County, OH. The total Net Migration for Appalachian Power Company-Served West Virginia Counties in 2020 was **-1,870**.

Top Previous Counties	Migrations
Lawrence County, OH	529
Belmont County, OH	422
Monongalia County, WV	398
Wood County, WV	260
Franklin County, OH	227
Tazewell County, VA	196
Harrison County, WV	165
Marion County, WV	155
Boyd County, KY	141
Pike County, KY	138
Webster County, WV	134
Cuyahoga County, OH	133
Berkeley County, WV	117
Braxton County, WV	104
Giles County, VA	100
Top Following Counties	Migrations
Lawrence County, OH	562
Belmont County, OH	461
Monongalia County, WV	335
Tazewell County, VA	317

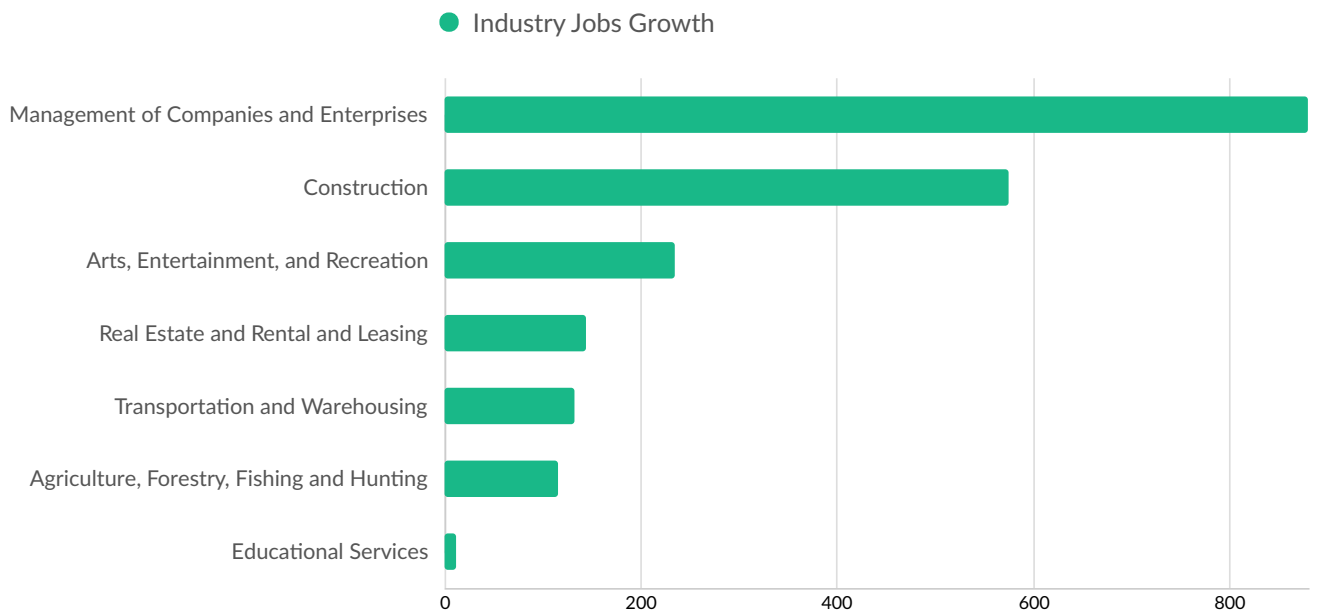
Top Following Counties	Migrations
Franklin County, OH	315
Wood County, WV	273
Boyd County, KY	265
Horry County, SC	235
Allegheny County, PA	228
Mecklenburg County, NC	218
Harrison County, WV	218
Cuyahoga County, OH	164
Wake County, NC	160
Marion County, WV	149
Maricopa County, AZ	132

Industry Characteristics

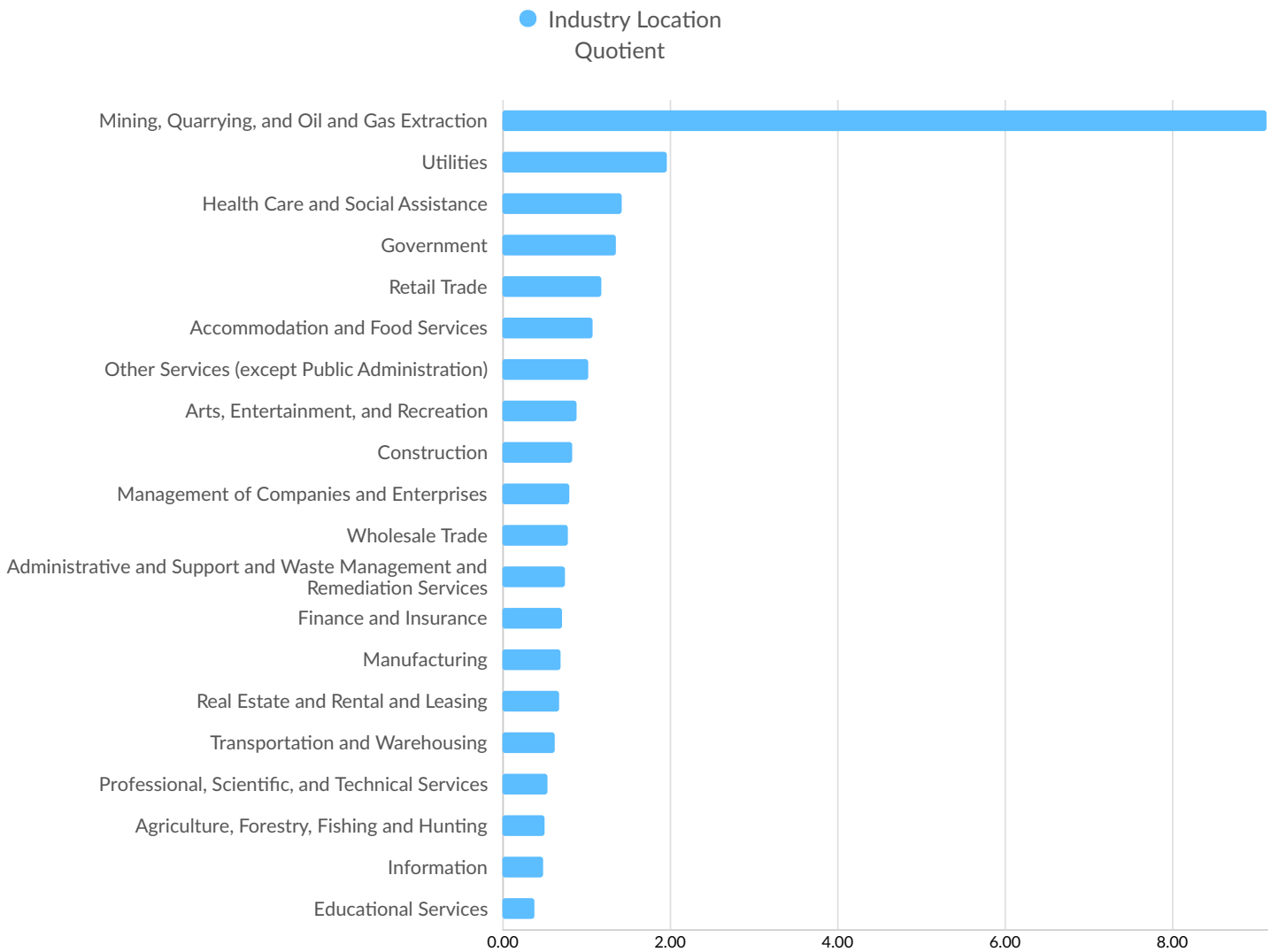
Largest Industries



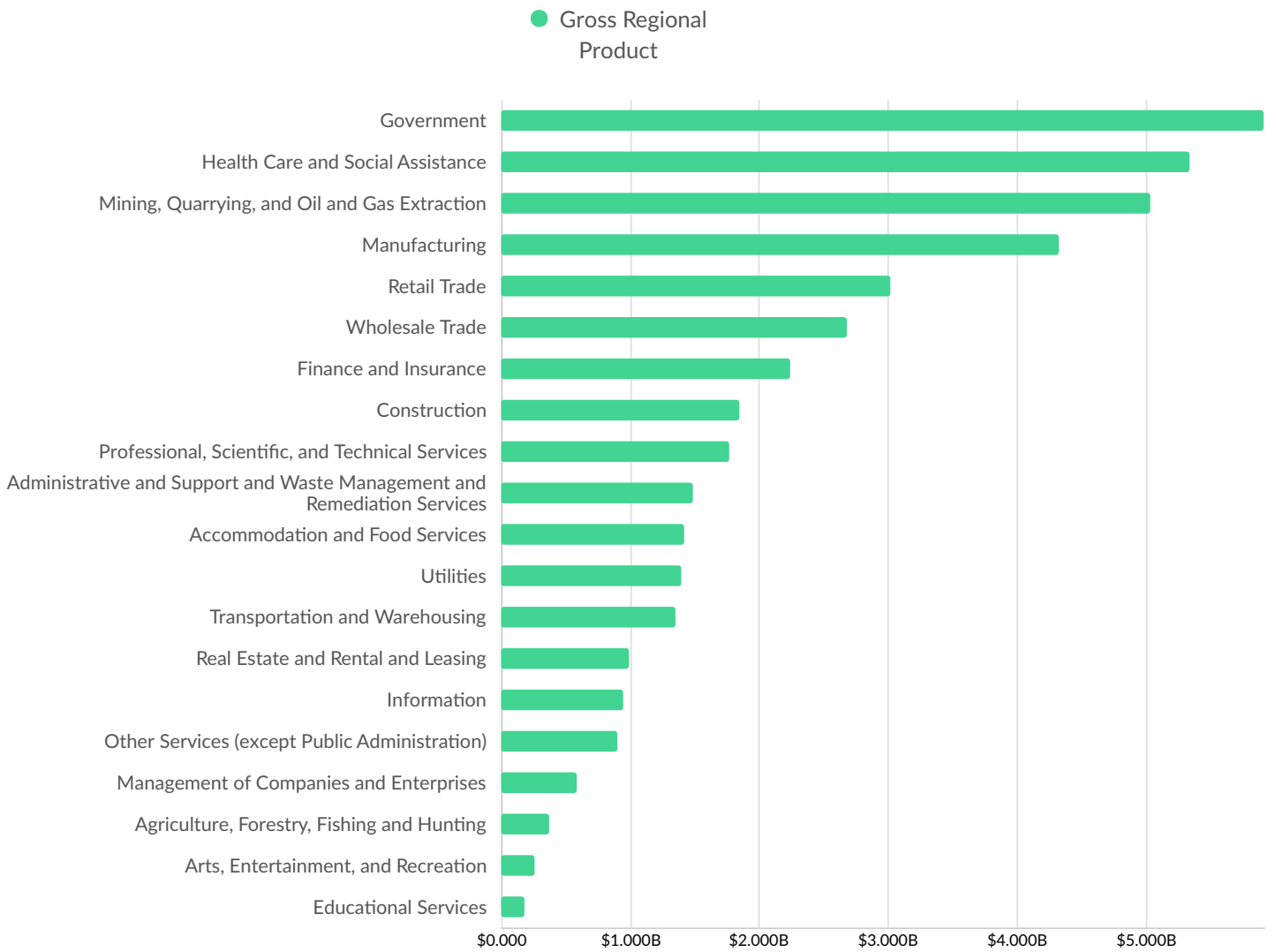
Top Growing Industries



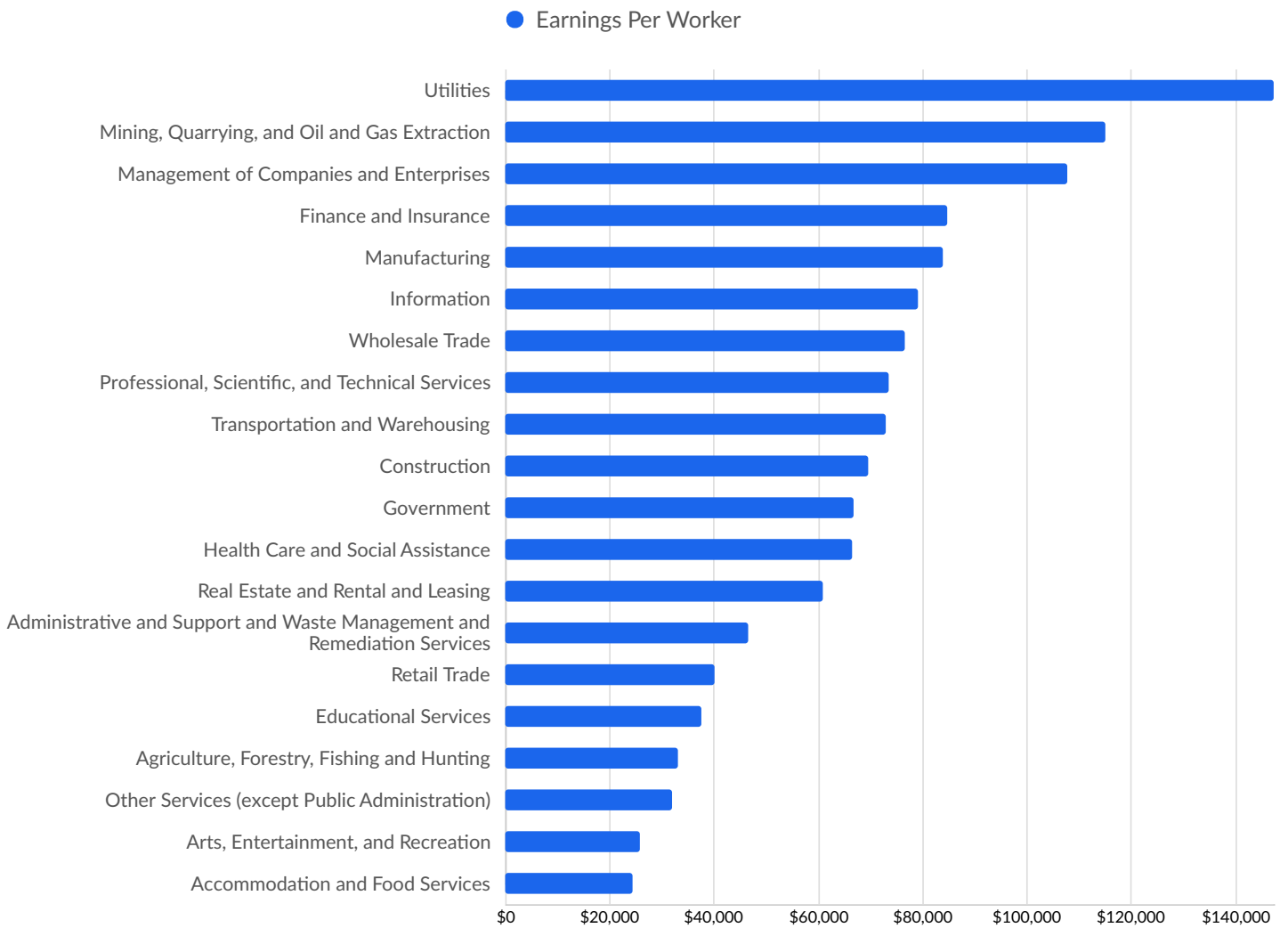
Top Industry Location Quotient



Top Industry GRP























Top Industry Earnings



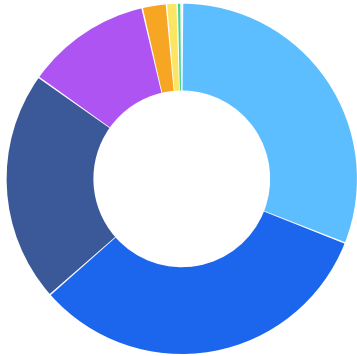
Business Characteristics

40,826 Companies Employ Your Workers

Online profiles for your workers mention 40,826 companies as employers, with the top 10 appearing below. In the last 12 months, 2,257 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Kanawha County Board Of Educ...	1,687 	Walmart	1,243 
Marshall University	1,622 	Charleston Area Medical Center	938 
Camc	1,234 	Huntington Internal Medicine G...	913 
Walmart	1,165 	Himg (Huntington Internal Medi...	875 
Charleston Area Medical Center...	932 	Genesis HealthCare	772 
Kanawha County Schools	689 	State Of West Virginia	765 
State Of West Virginia	666 	Bob Evans Restaurants	711 
West Virginia University	643 	Sam Houston State University	702 
McDonald's	601 	Humana	692 
Cabell Huntington Hospital	565 	Dollar General	689 

Business Size

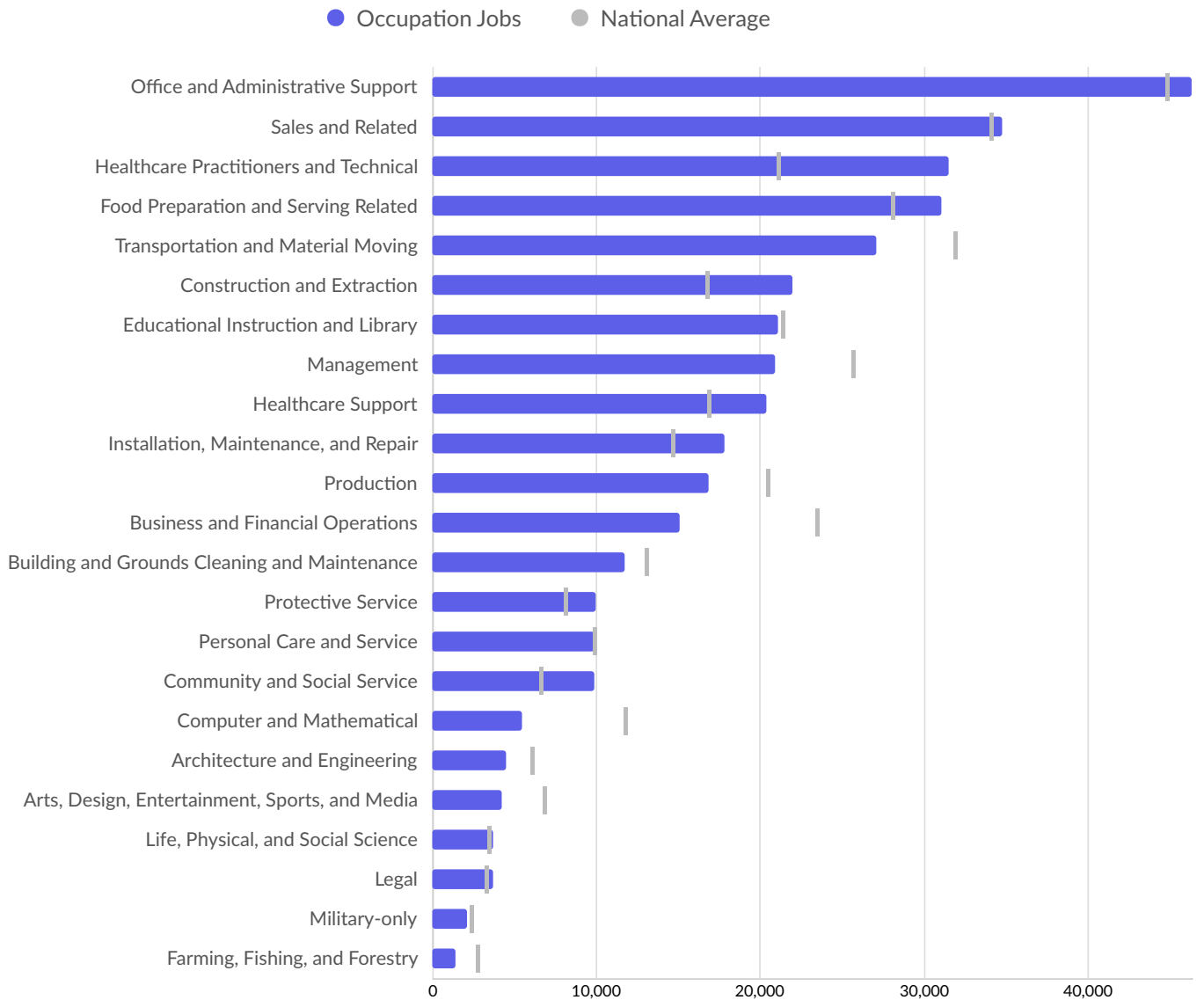


	Percentage	Business Count
● 1 to 4 employees	30.9%	8,936
● 5 to 9 employees	32.6%	9,420
● 10 to 19 employees	21.3%	6,162
● 20 to 49 employees	11.5%	3,340
● 50 to 99 employees	2.2%	647
● 100 to 249 employees	1.0%	282
● 250 to 499 employees	0.4%	103
● 500+ employees	0.1%	39

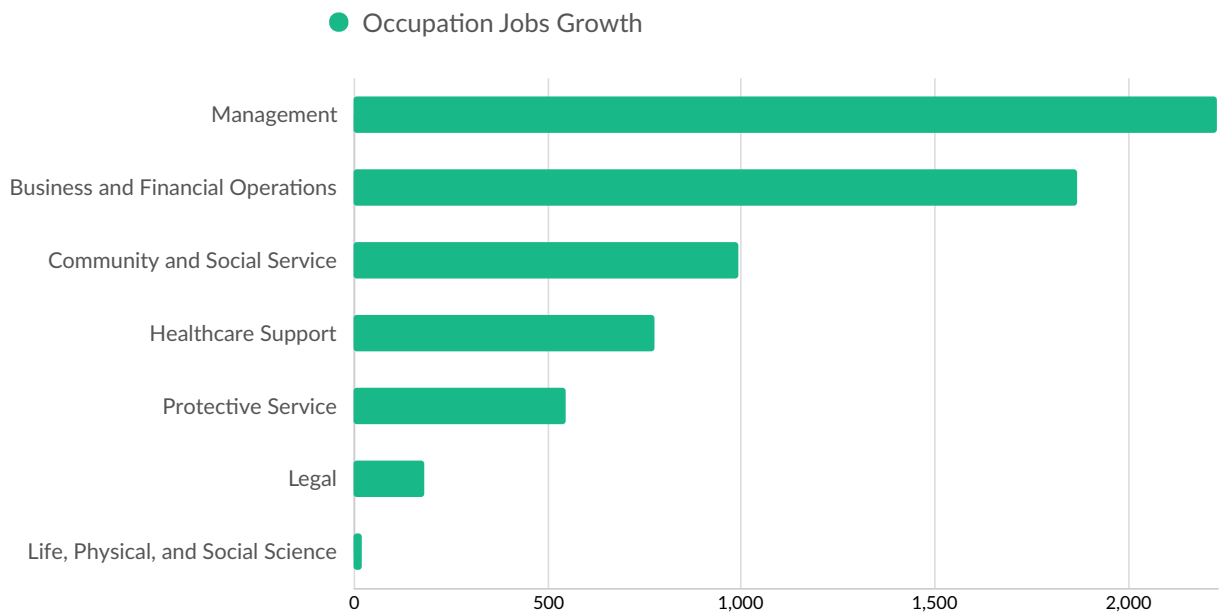
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

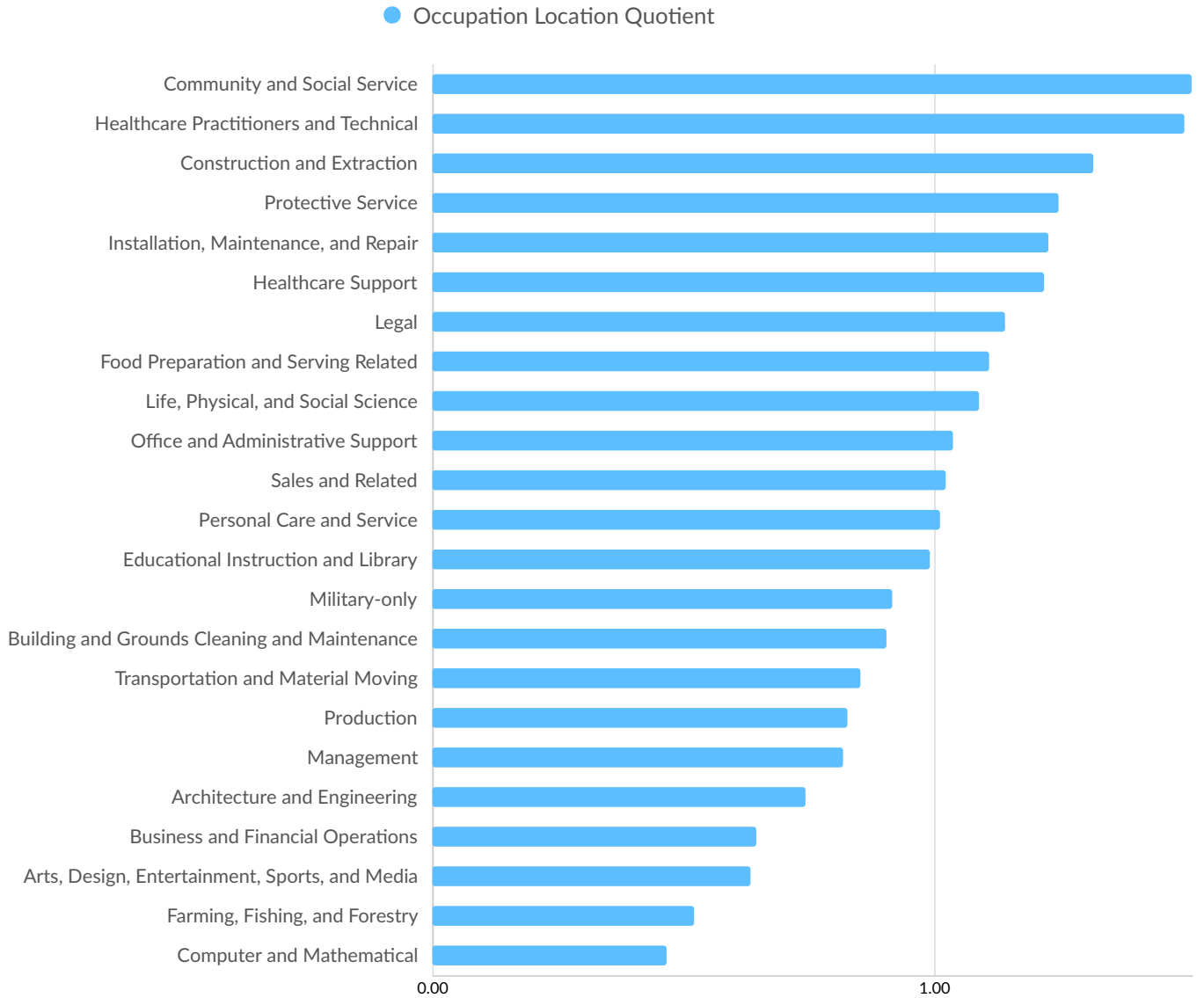
Largest Occupations



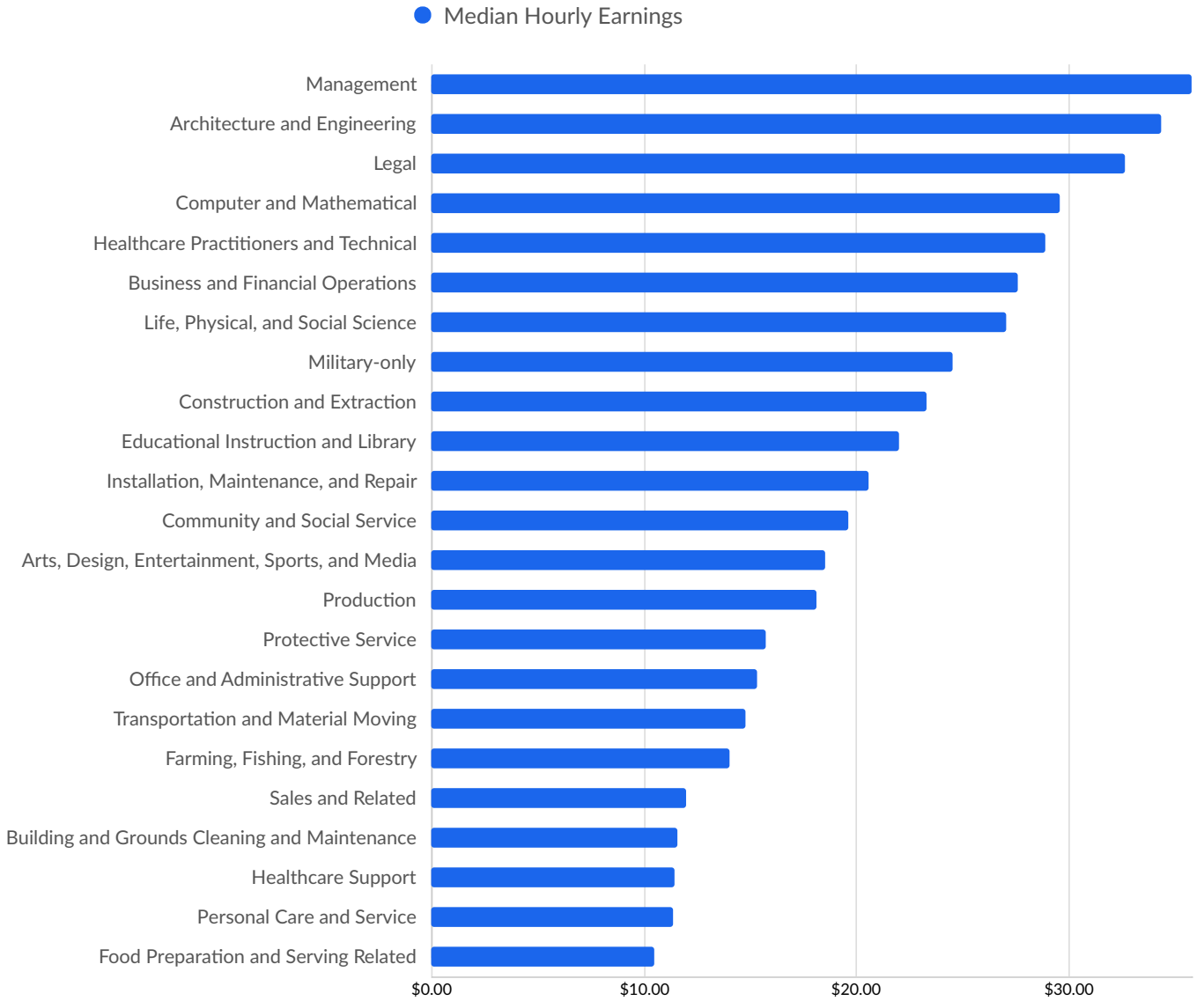
Top Growing Occupations



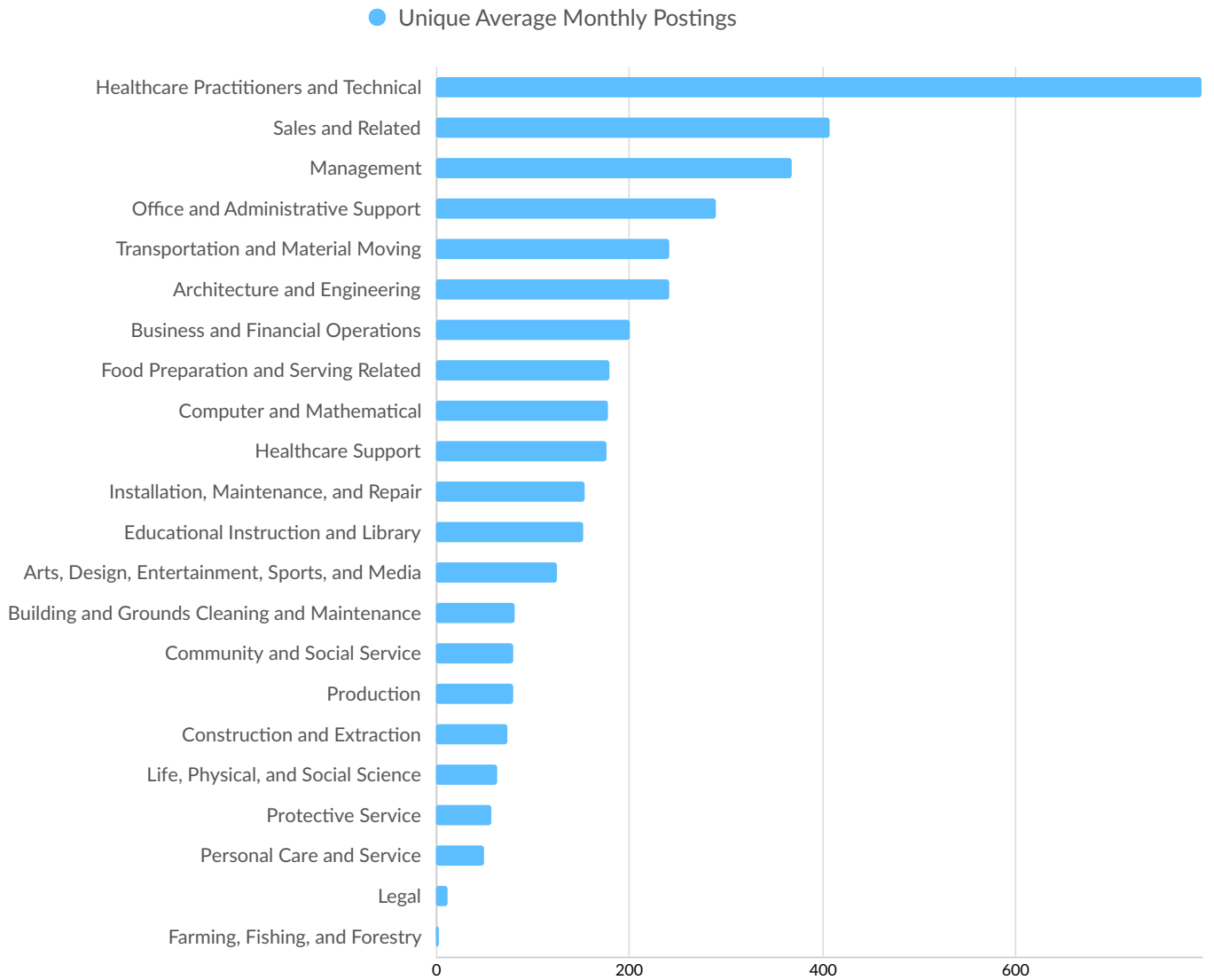
Top Occupation Location Quotient



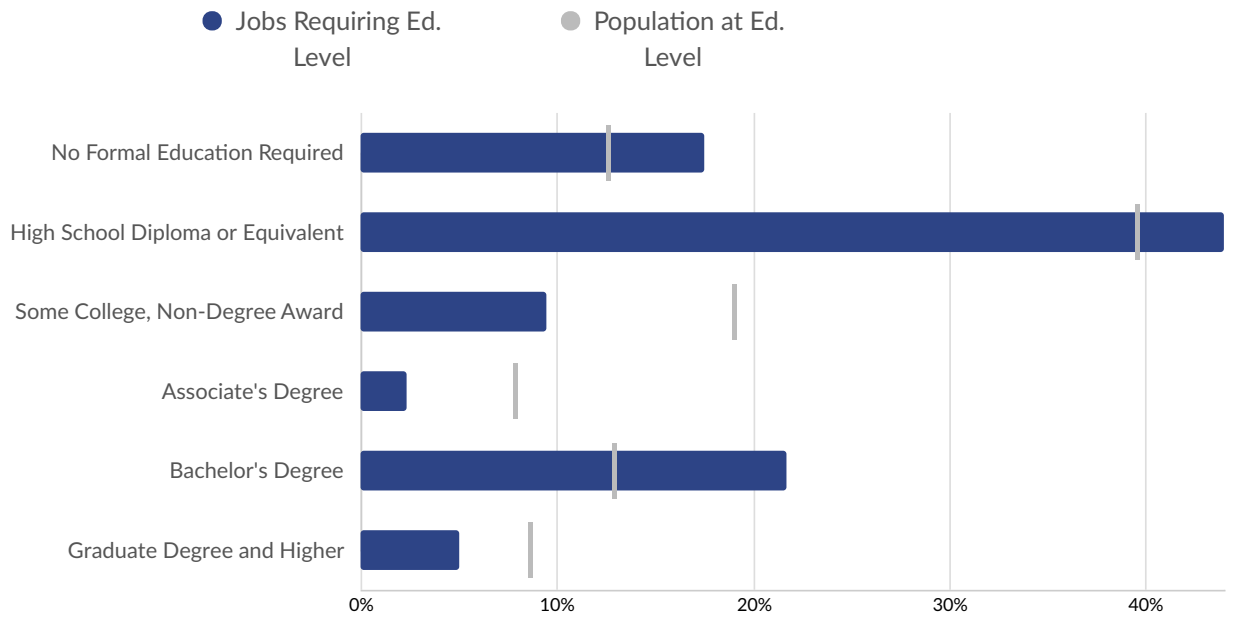
Top Occupation Earnings



Top Posted Occupations

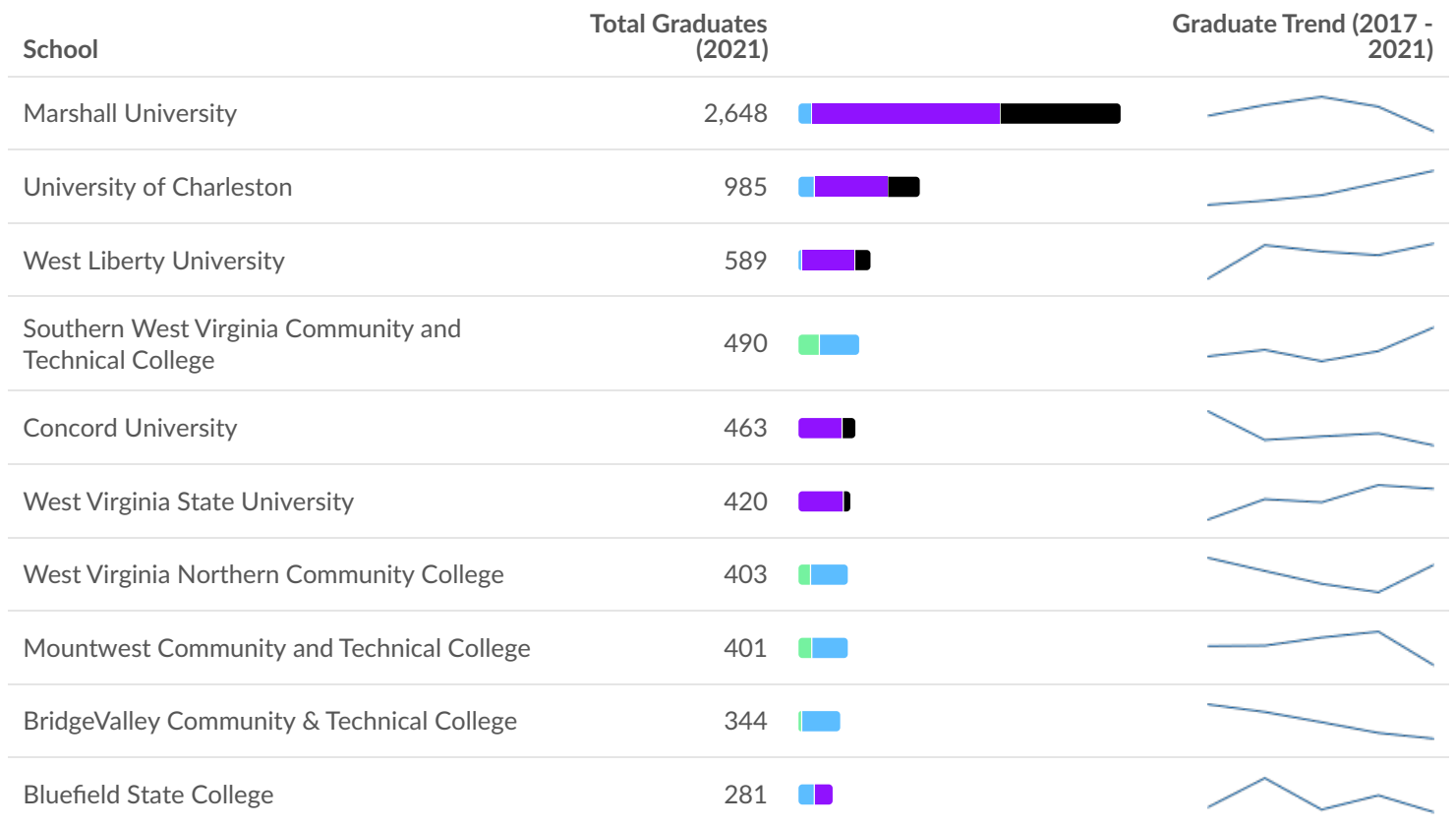


Underemployment



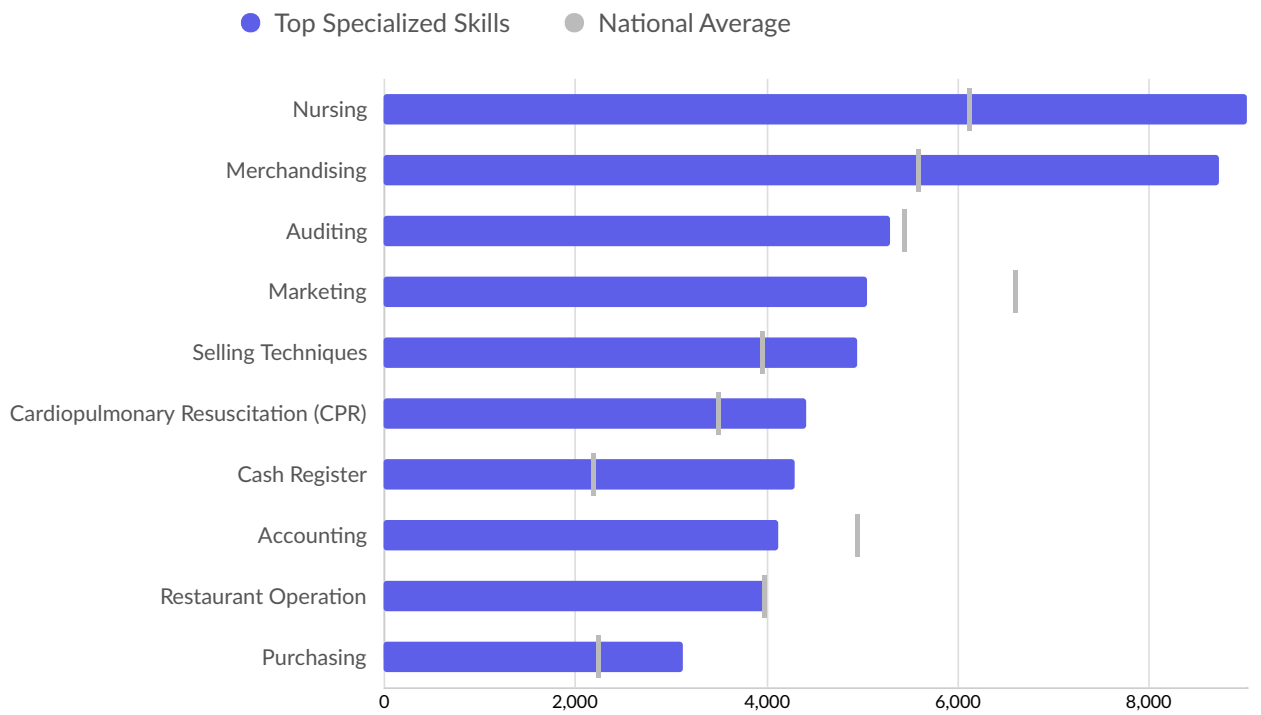
Educational Pipeline

In 2021, there were 8,947 graduates in Appalachian Power Company-Served West Virginia Counties. This pipeline has shrunk by 13% over the last 5 years. The highest share of these graduates come from "Science Technologies/Technicians, Other", General Studies, and Registered Nursing/Registered Nurse.



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

In-Demand Skills



Appendix A (Geographies)

Code	Description
54005	Boone County, WV
54011	Cabell County, WV
54015	Clay County, WV
54019	Fayette County, WV
54025	Greenbrier County, WV
54035	Jackson County, WV
54039	Kanawha County, WV
54043	Lincoln County, WV
54045	Logan County, WV
54047	McDowell County, WV
54051	Marshall County, WV
54053	Mason County, WV

Code	Description
54055	Mercer County, WV
54059	Mingo County, WV
54063	Monroe County, WV
54067	Nicholas County, WV
54069	Ohio County, WV
54079	Putnam County, WV
54081	Raleigh County, WV
54087	Roane County, WV
54089	Summers County, WV
54099	Wayne County, WV
54109	Wyoming County, WV