



AEP-Served Texas Counties (AEP Texas & SWEPCO)



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Report Parameters

78 Counties

48007	Aransas County, TX	48045	Briscoe County, TX
48023	Baylor County, TX	48047	Brooks County, TX
48025	Bee County, TX	48049	Brown County, TX
48037	Bowie County, TX	48059	Callahan County, TX
48043	Brewster County, TX	See Appendix A for all 78 Counties	

Class of Worker

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

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

Economy Overview

3,492,147

Population (2025)

Population **grew by 138,062** over the last 5 years and is projected to **grow by 145,839** over the next 5 years.

1,446,224

Total Regional Employment

Jobs **grew by 126,656** over the last 5 years and are projected to **grow by 85,486** over the next 5 years.

\$61.3K

Avg. Earnings Per Job (2025)

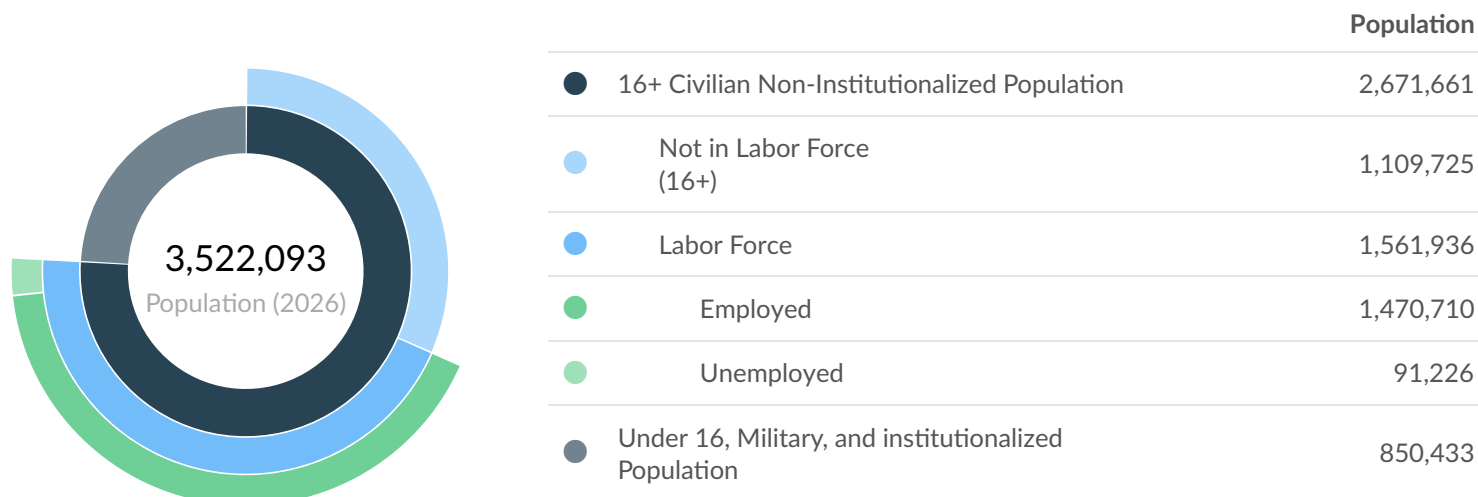
Regional average earnings per job are **\$29.3K below** the national average earnings of \$90.6K per job.

Takeaways

- As of 2025 the region's population **increased by 4.1%** since 2020, growing by 138,062. Population is expected to **increase by 4.2%** between 2025 and 2030, adding 145,839.
- From 2020 to 2025, jobs **increased by 9.6%** in AEP-Served Texas Counties (AEP Texas & SWEPCO) from 1,319,568 to **1,446,224**. This change **fell short of the national growth rate of 10.7% by 1.1%**. As the number of jobs increased, the **labor force participation rate increased from 58.0% to 59.3% between 2020 and 2025**.
- Concerning educational attainment, **15.1% of the selected regions' residents possess a Bachelor's Degree** (6.7% below the national average), and **8.0% hold an Associate's Degree** (0.9% below the national average).
- The top three industries in 2025 are Education and Hospitals (Local Government), Restaurants and Other Eating Places, and Home Health Care Services.

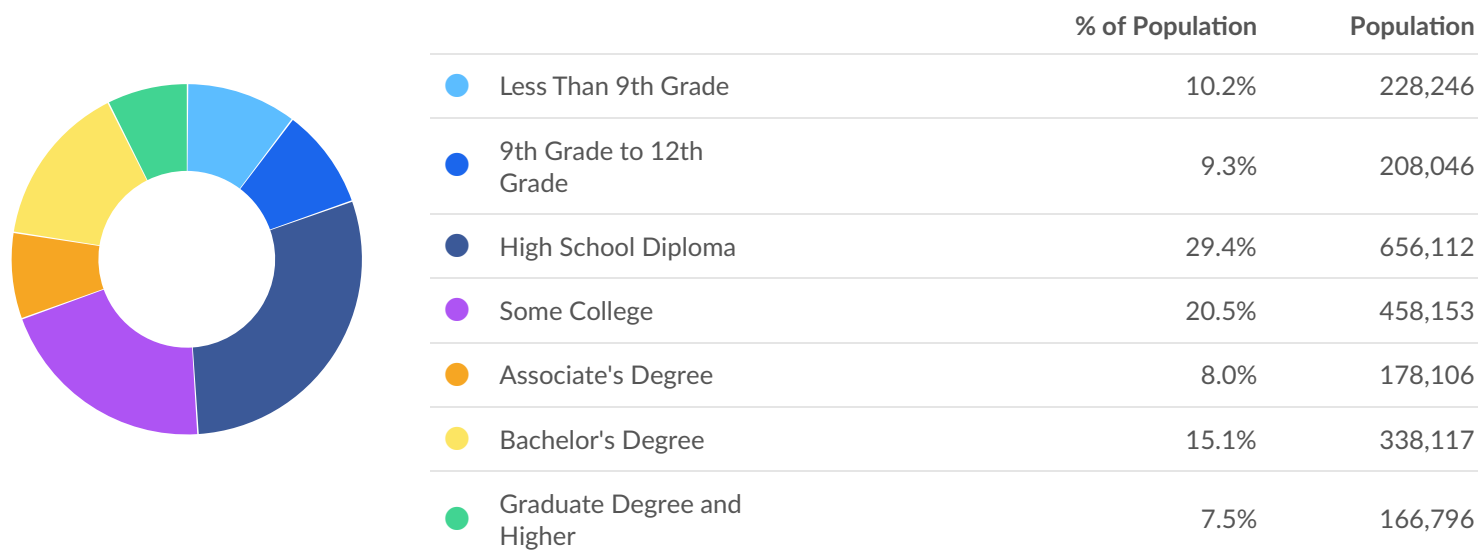
	Population (2026)	Labor Force (Jun 2026)	Jobs (2025)	Cost of Living	GRP	Imports	Exports
Region	3,522,093	1,561,936	1,446,224	95.9	\$197.19B	\$239.91B	\$236.16B
State	32,229,619	15,921,936	16,021,940	96.7	\$2.93T	\$1.64T	\$2.22T

Jun 2026 Labor Force Breakdown



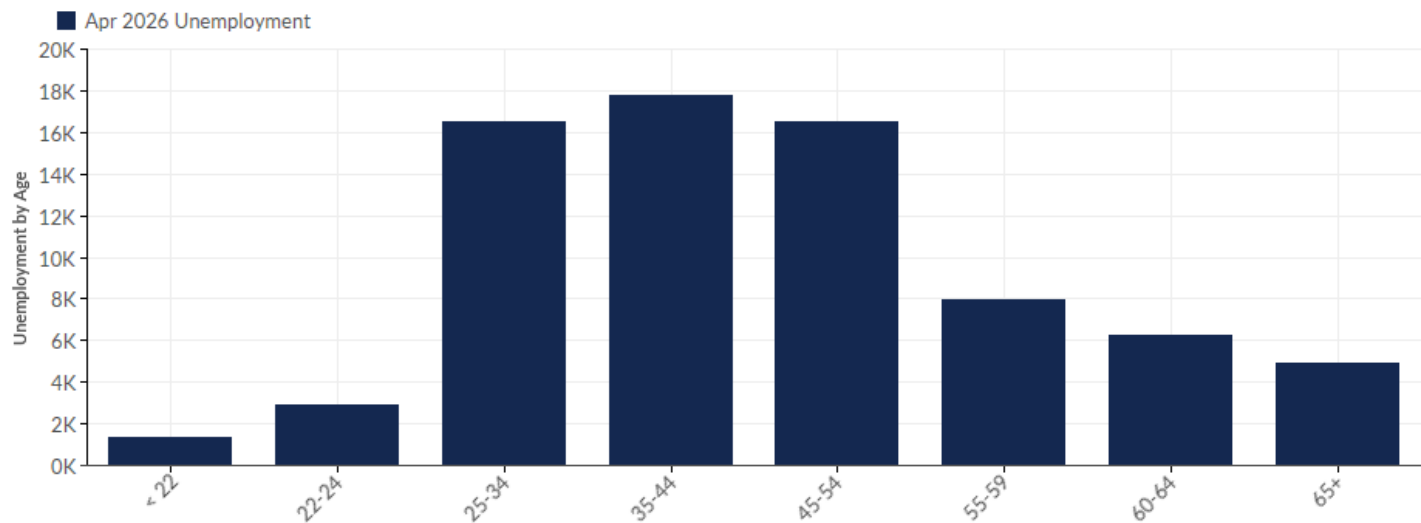
Educational Attainment

Concerning educational attainment, **15.1% of the selected regions' residents possess a Bachelor's Degree** (6.7% below the national average), and **8.0% hold an Associate's Degree** (0.9% below the national average).



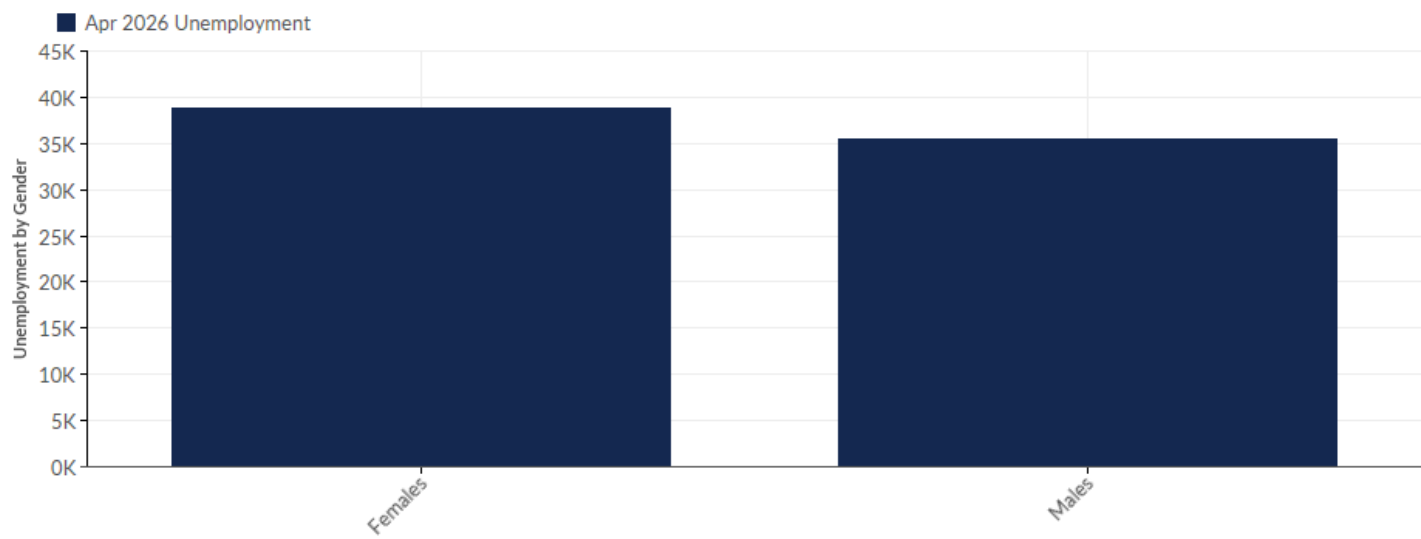
Unemployment by Demographics

Unemployment by Age



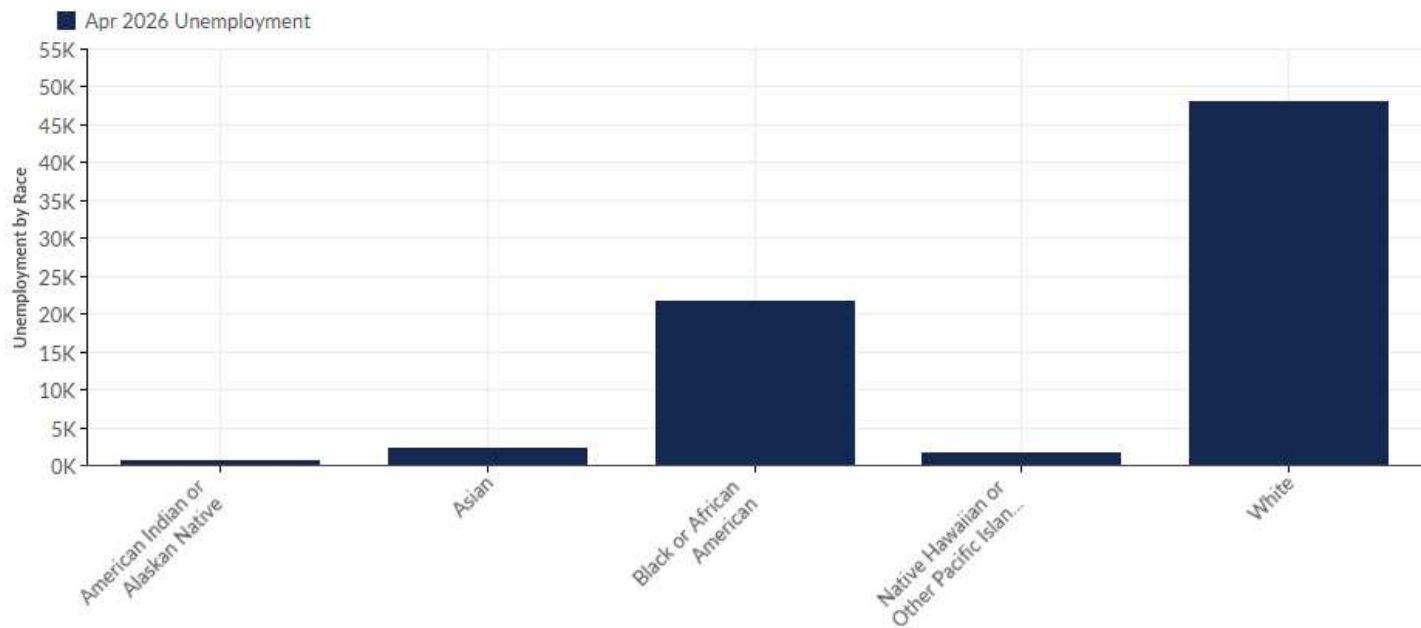
Age	Unemployment (Apr 2026)	% of Unemployed
< 22	1,310	1.77%
22-24	2,886	3.89%
25-34	16,537	22.30%
35-44	17,802	24.00%
45-54	16,542	22.30%
55-59	7,927	10.69%
60-64	6,270	8.45%
65+	4,894	6.60%
Total	74,168	100.00%

Unemployment by Gender



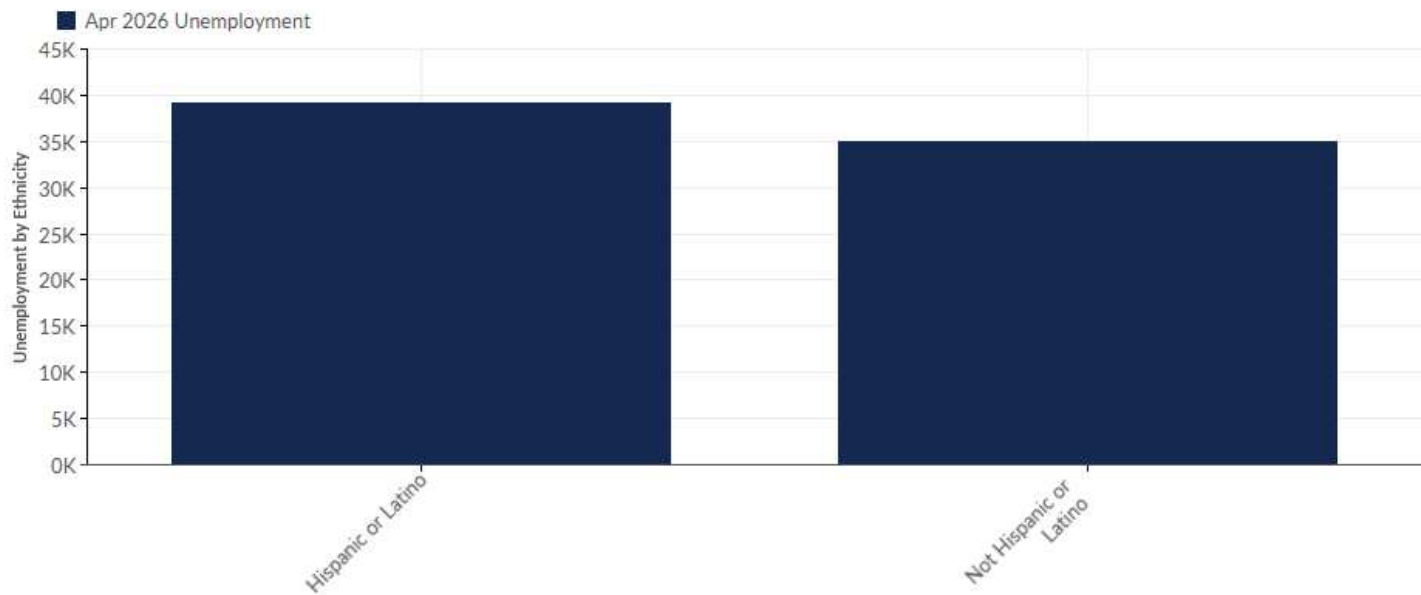
Gender	Unemployment (Apr 2026)	% of Unemployed
Females	38,744	52.24%
Males	35,424	47.76%
Total	74,168	100.00%

Unemployment by Race



Race	Unemployment (Apr 2026)	% of Unemployed
American Indian or Alaskan Native	595	0.80%
Asian	2,211	2.98%
Black or African American	21,624	29.16%
Native Hawaiian or Other Pacific Islander	1,723	2.32%
White	48,015	64.74%
Total	74,168	100.00%

Unemployment by Ethnicity

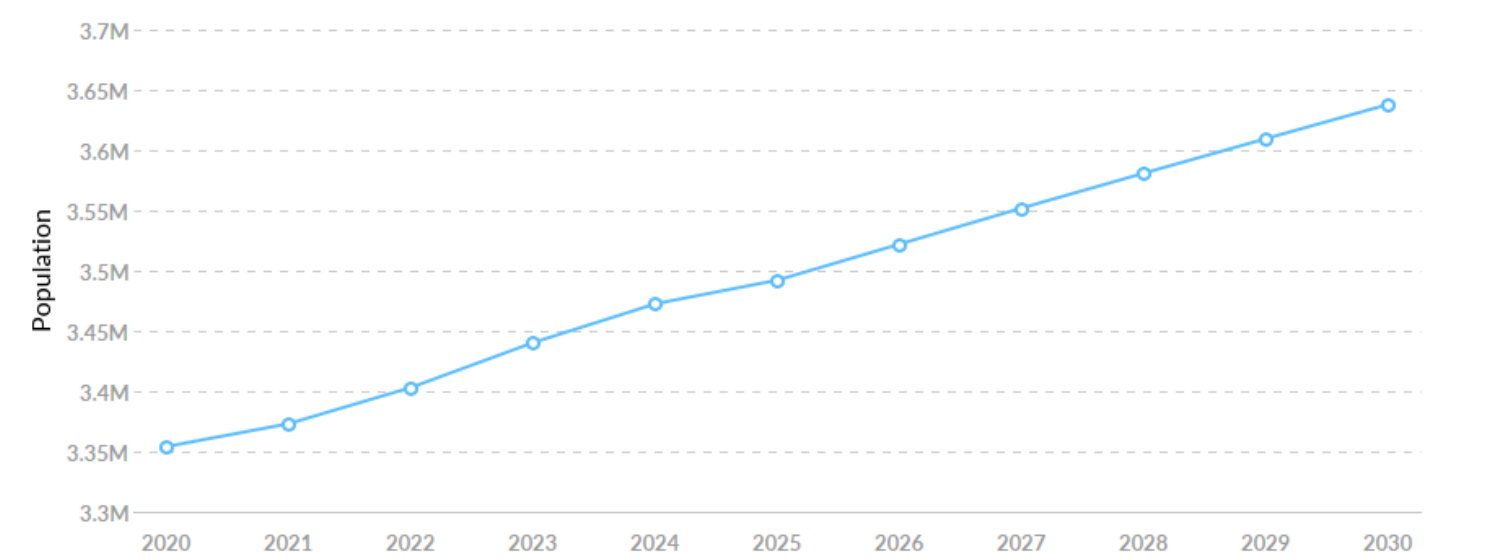


Ethnicity	Unemployment (Apr 2026)	% of Unemployed
Hispanic or Latino	39,185	52.83%
Not Hispanic or Latino	34,983	47.17%
Total	74,168	100.00%

Historic & Projected Trends

Population Trends

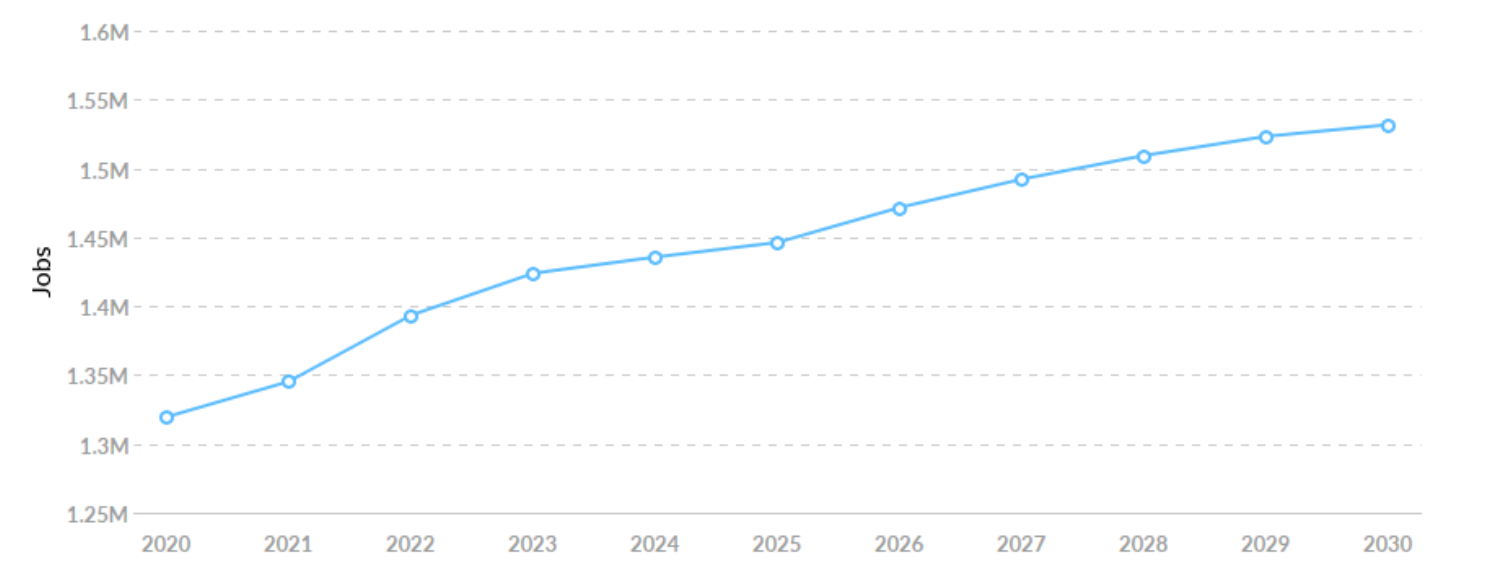
As of 2025 the region's population **increased by 4.1%** since 2020, growing by 138,062. Population is expected to **increase by 4.2%** between 2025 and 2030, adding 145,839.



Timeframe	Population
2020	3,354,085
2021	3,373,075
2022	3,403,089
2023	3,440,333
2024	3,472,539
2025	3,492,147
2026	3,522,093
2027	3,551,996
2028	3,580,947
2029	3,609,632
2030	3,637,986

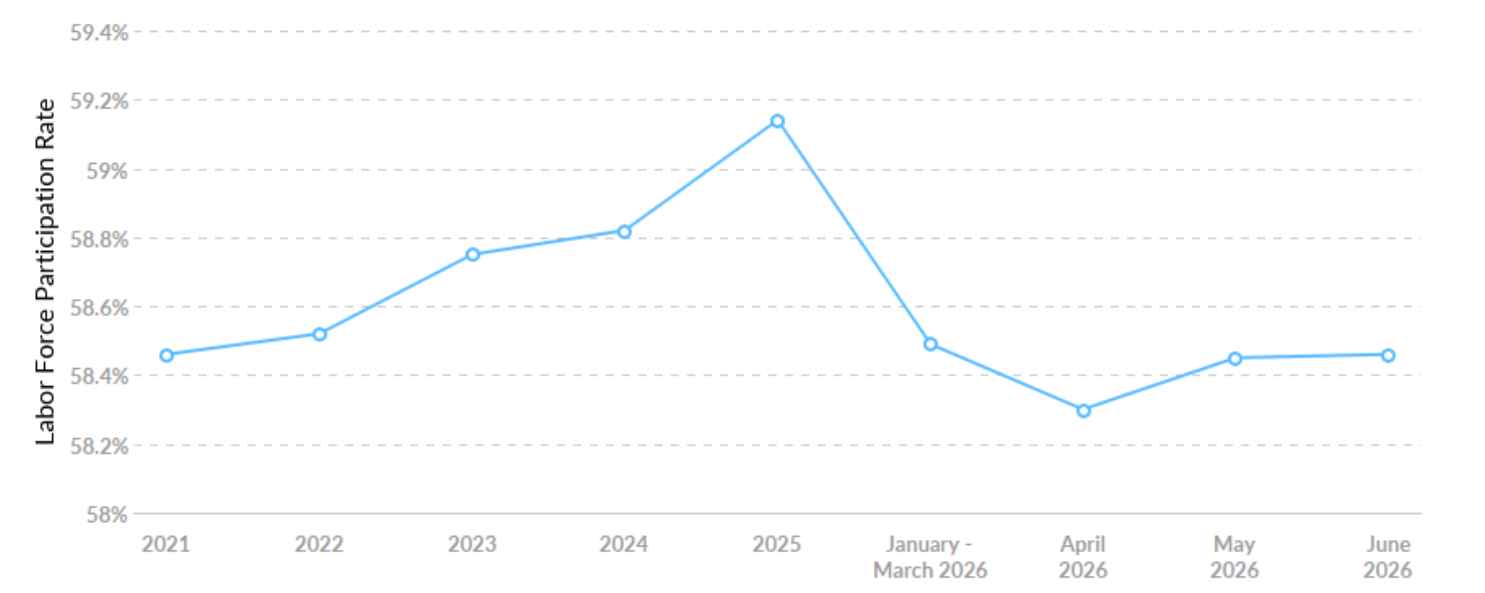
Job Trends

From 2020 to 2025, jobs increased by 9.6% in AEP-Served Texas Counties (AEP Texas & SWEPCO) from 1,319,568 to 1,446,224. This change fell short of the national growth rate of 10.7% by 1.1%.



Timeframe	Jobs
2020	1,319,568
2021	1,345,308
2022	1,393,377
2023	1,423,845
2024	1,435,632
2025	1,446,224
2026	1,471,617
2027	1,492,185
2028	1,509,351
2029	1,523,263
2030	1,531,710

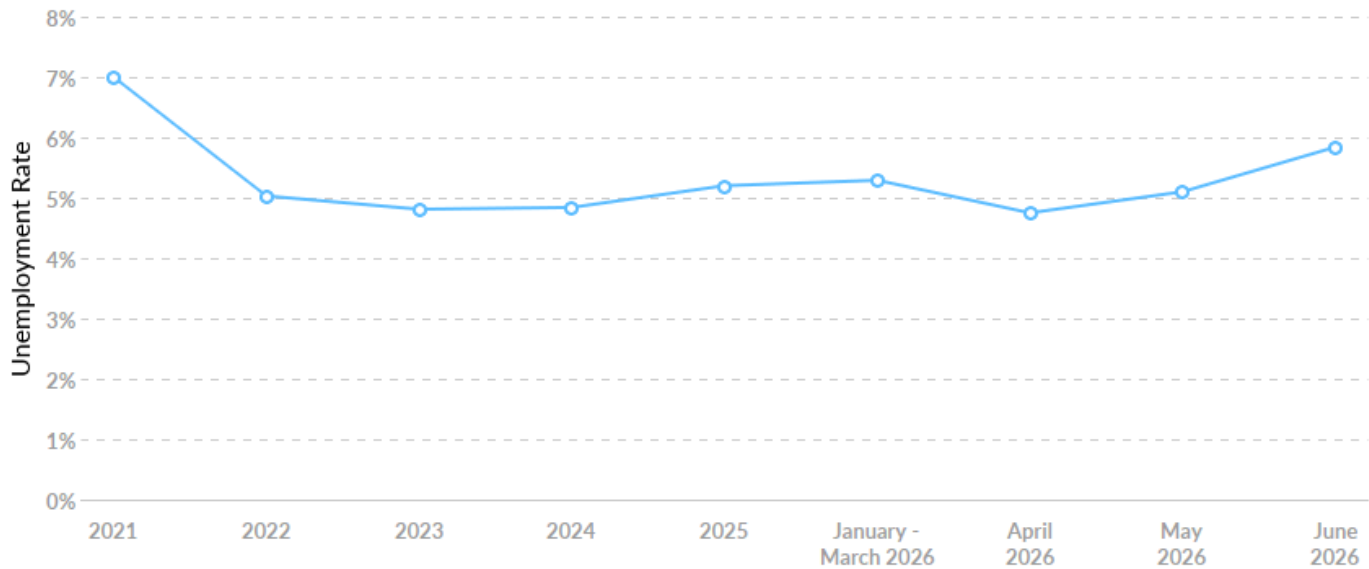
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2021	58.46%
2022	58.52%
2023	58.75%
2024	58.82%
2025	59.14%
January - March 2026	58.49%
April 2026	58.30%
May 2026	58.45%
June 2026	58.46%

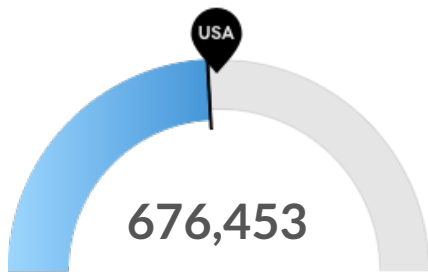
Unemployment Rate Trends

Your areas had a June 2026 unemployment rate of 5.84%, **decreasing from 7.00%** 5 years before.



Timeframe	Unemployment Rate
2021	7.00%
2022	5.03%
2023	4.81%
2024	4.84%
2025	5.20%
January - March 2026	5.29%
April 2026	4.75%
May 2026	5.10%
June 2026	5.84%

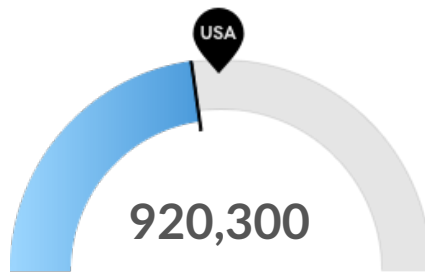
Population Characteristics



676,453

Millennials

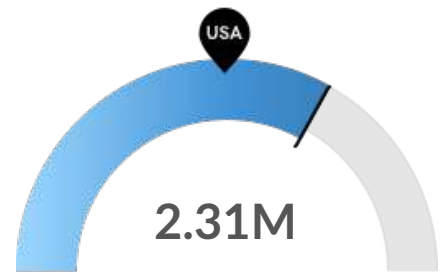
Your area has 676,453 millennials (ages 25-39). The national average for an area this size is 710,862.



920,300

Retiring Soon

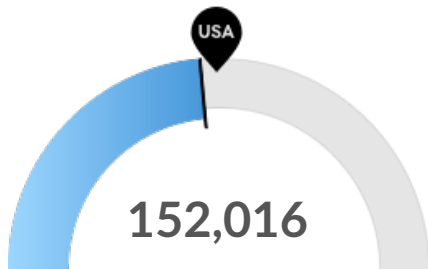
Retirement risk is low in your area. The national average for an area this size is 1,050,015 people 55 or older, while there are 920,300 here.



2.31M

Racial Diversity

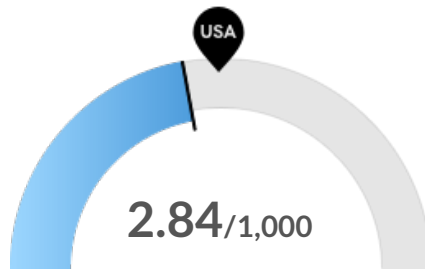
Racial diversity is high in your area. The national average for an area this size is 1,477,162 racially diverse people, while there are 2,312,450 here.



152,016

Veterans

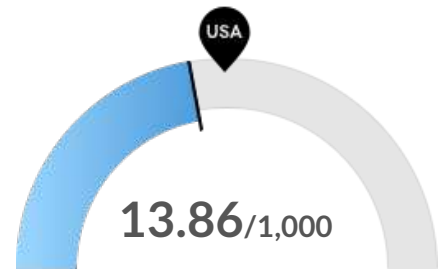
Your area has 152,016 veterans. The national average for an area this size is 165,258.



2.84/1,000

Violent Crime

Your area has 2.84 violent crimes per 1,000 people. The national rate is 3.38 per 1,000 people.



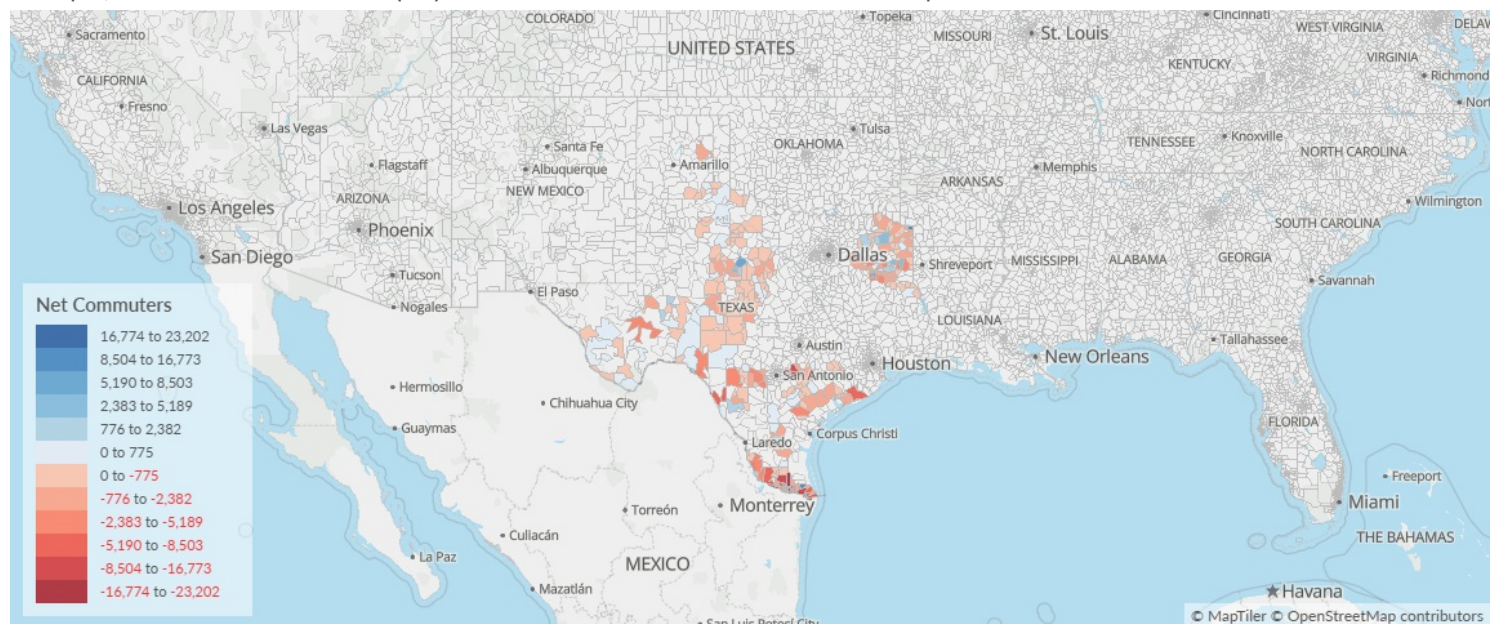
13.86/1,000

Property Crime

Your area has 13.86 property crimes per 1,000 people. The national rate is 16.44 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. For example, the #1 ranked ZIP for employment ranks #5 for resident workers. The top ZIP for resident workers is 78521.



Where Talent Works

ZIP	Name	2025 Employment
78501	Mcallen, TX (in Hidalgo ...	47,360
78539	Edinburg, TX (in Hidalgo...	42,703
78550	Harlingen, TX (in Camer...	39,989
75701	Tyler, TX (in Smith coun...	38,077
78577	Pharr, TX (in Hidalgo co...	36,905

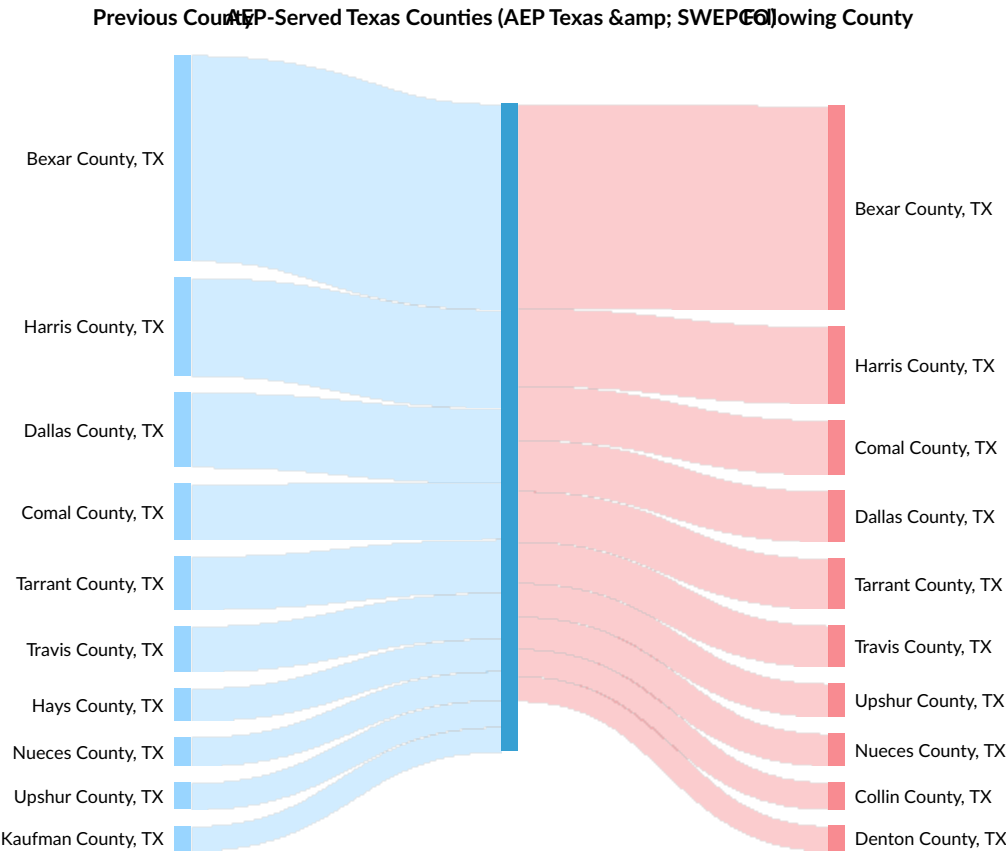
Where Talent Lives

ZIP	Name	2025 Workers
78521	Brownsville, TX (in Cam...	39,997
78577	Pharr, TX (in Hidalgo co...	35,214
78572	Mission, TX (in Hidalgo ...	32,586
78542	Edinburg, TX (in Hidalgo...	32,330
78501	Mcallen, TX (in Hidalgo ...	30,587

Inbound and Outbound Migration

The table below analyzes past and current residents of AEP-Served Texas Counties (AEP Texas & SWEPCO). The left column shows residents of other counties migrating to AEP-Served Texas Counties (AEP Texas & SWEPCO). The right column shows residents migrating from AEP-Served Texas Counties (AEP Texas & SWEPCO) to other counties.

As of 2023, 9,929 people have migrated from Bexar County, TX to AEP-Served Texas Counties (AEP Texas & SWEPCO). In the same year, 9,868 people left AEP-Served Texas Counties (AEP Texas & SWEPCO) migrating to Bexar County, TX. The total Net Migration for AEP-Served Texas Counties (AEP Texas & SWEPCO) in 2023 was 3,231.



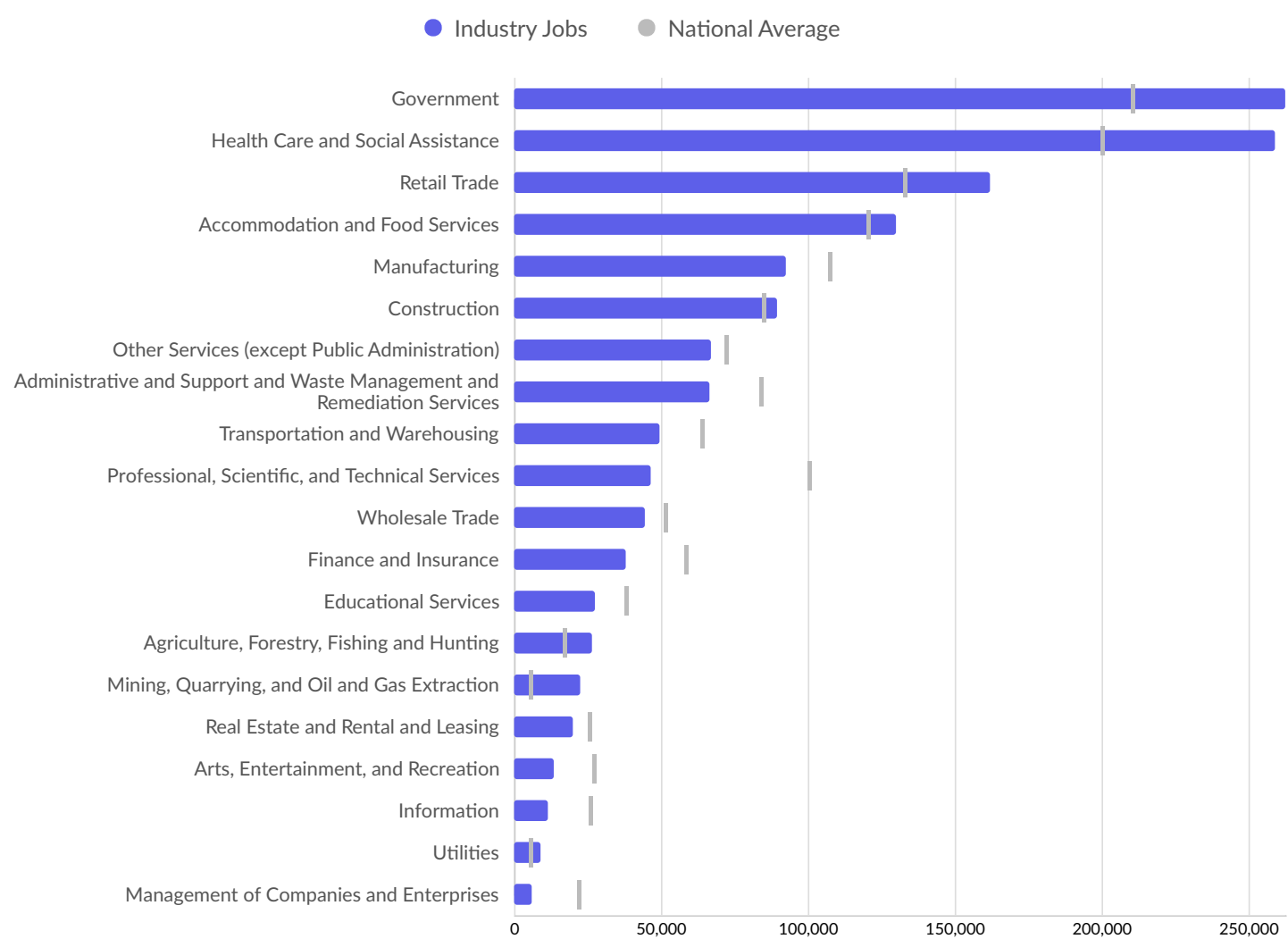
Top Previous Counties	Migrations
Bexar County, TX	9,929
Harris County, TX	4,742
Dallas County, TX	3,612
Comal County, TX	2,715
Tarrant County, TX	2,575

Top Previous Counties	Migrations
Travis County, TX	2,208
Hays County, TX	1,569
Nueces County, TX	1,396
Upshur County, TX	1,298
Kaufman County, TX	1,193
Collin County, TX	1,191
Williamson County, TX	1,104
Henderson County, TX	1,086
Miller County, AR	1,070
Denton County, TX	1,044
Top Following Counties	Migrations
Bexar County, TX	9,868
Harris County, TX	3,719
Comal County, TX	2,616
Dallas County, TX	2,466
Tarrant County, TX	2,429
Travis County, TX	2,005
Upshur County, TX	1,625
Nueces County, TX	1,555
Collin County, TX	1,307
Denton County, TX	1,206
Hays County, TX	1,204
Miller County, AR	1,160
Williamson County, TX	1,149
Henderson County, TX	1,098

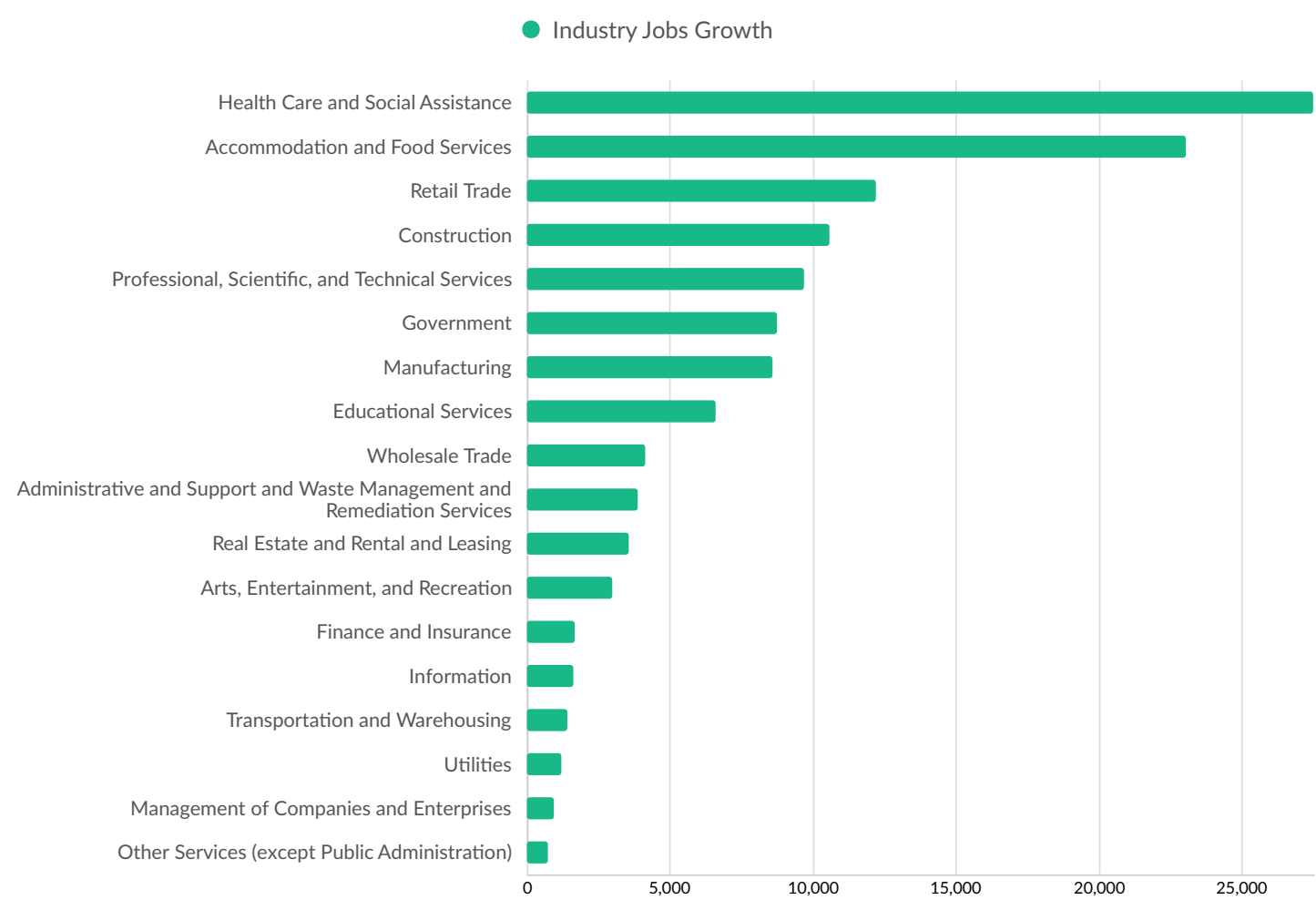
Top Following Counties	Migrations
Montgomery County, TX	1,092

Industry Characteristics

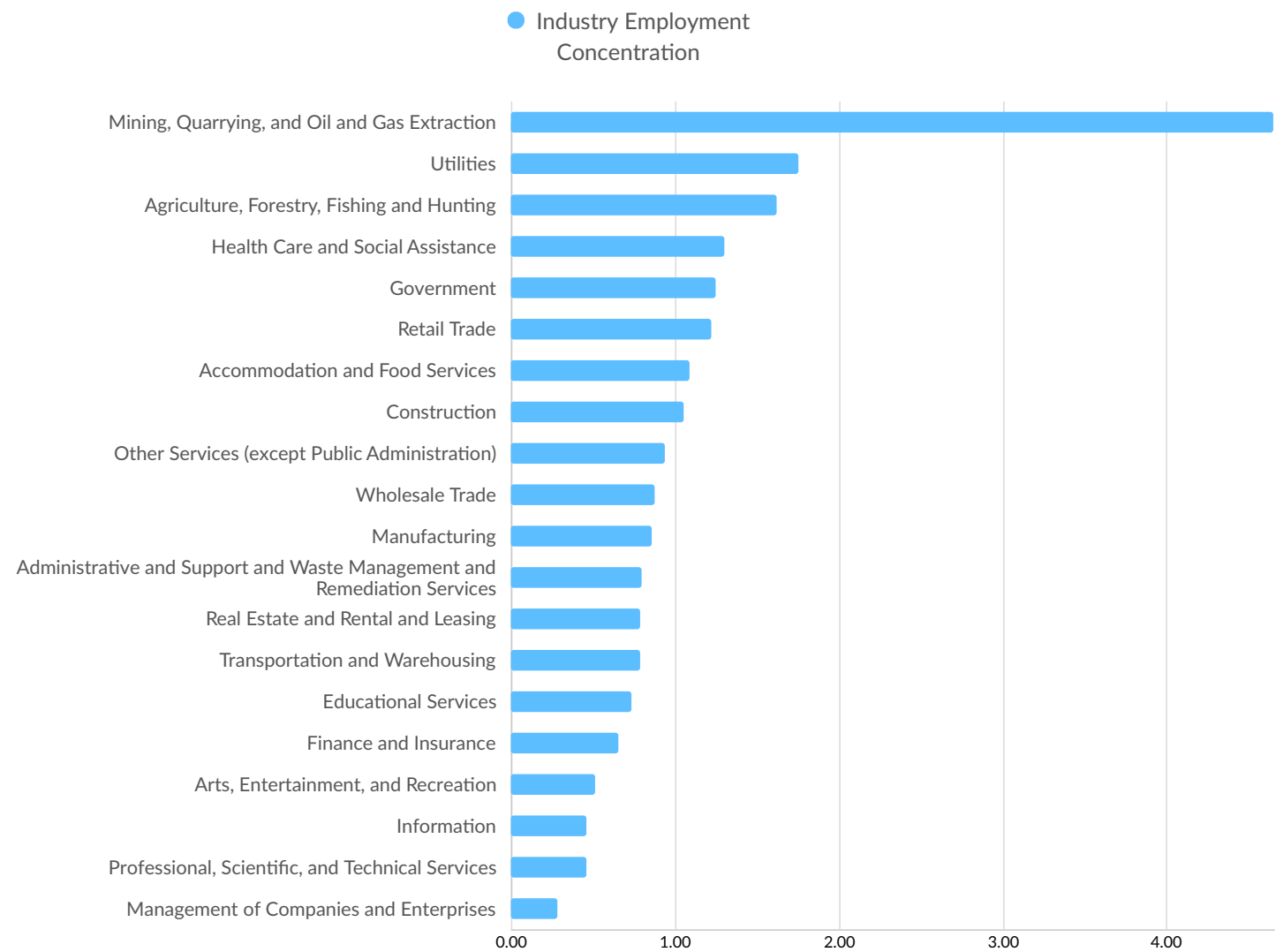
Largest Industries



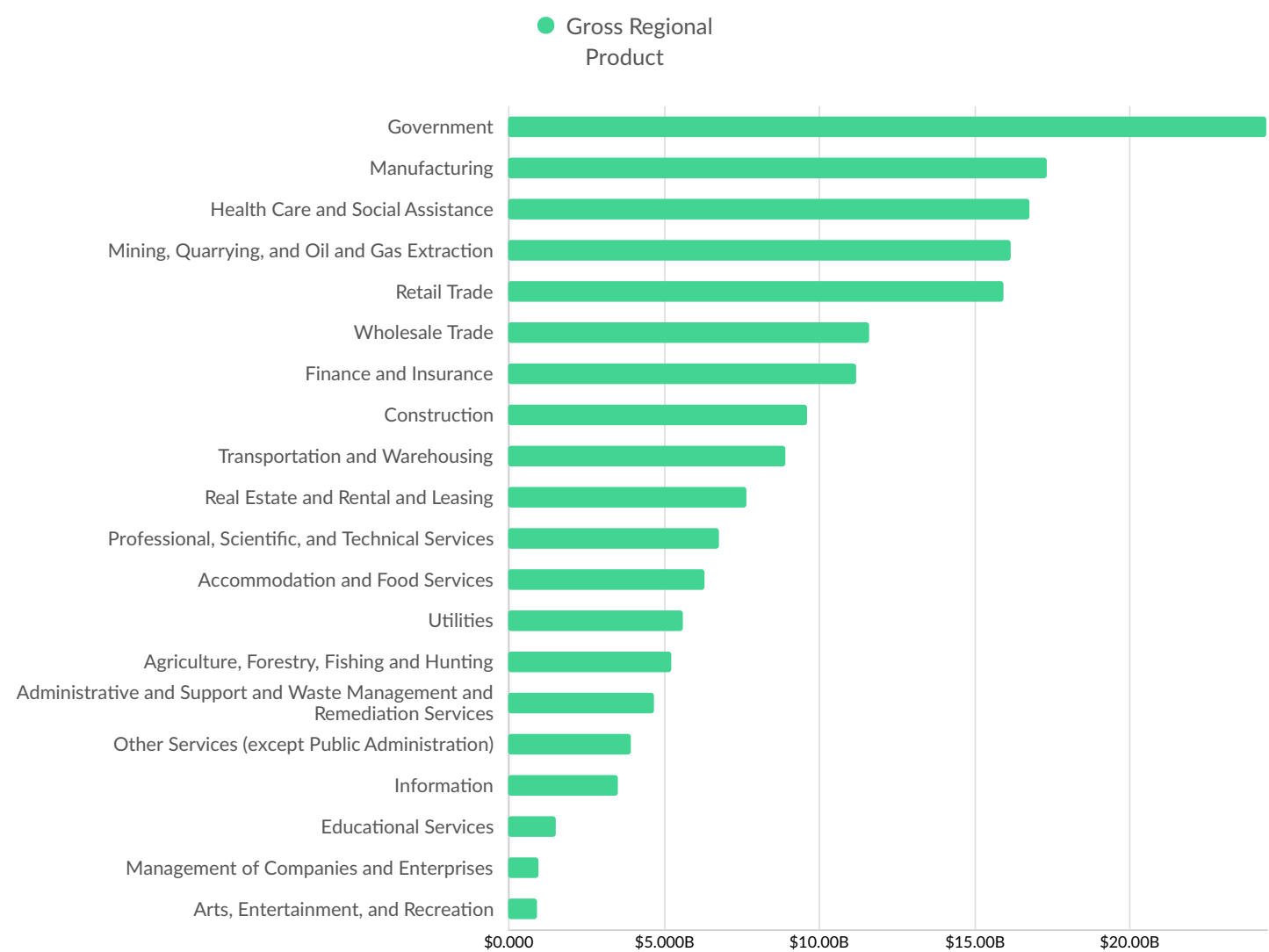
Top Growing Industries



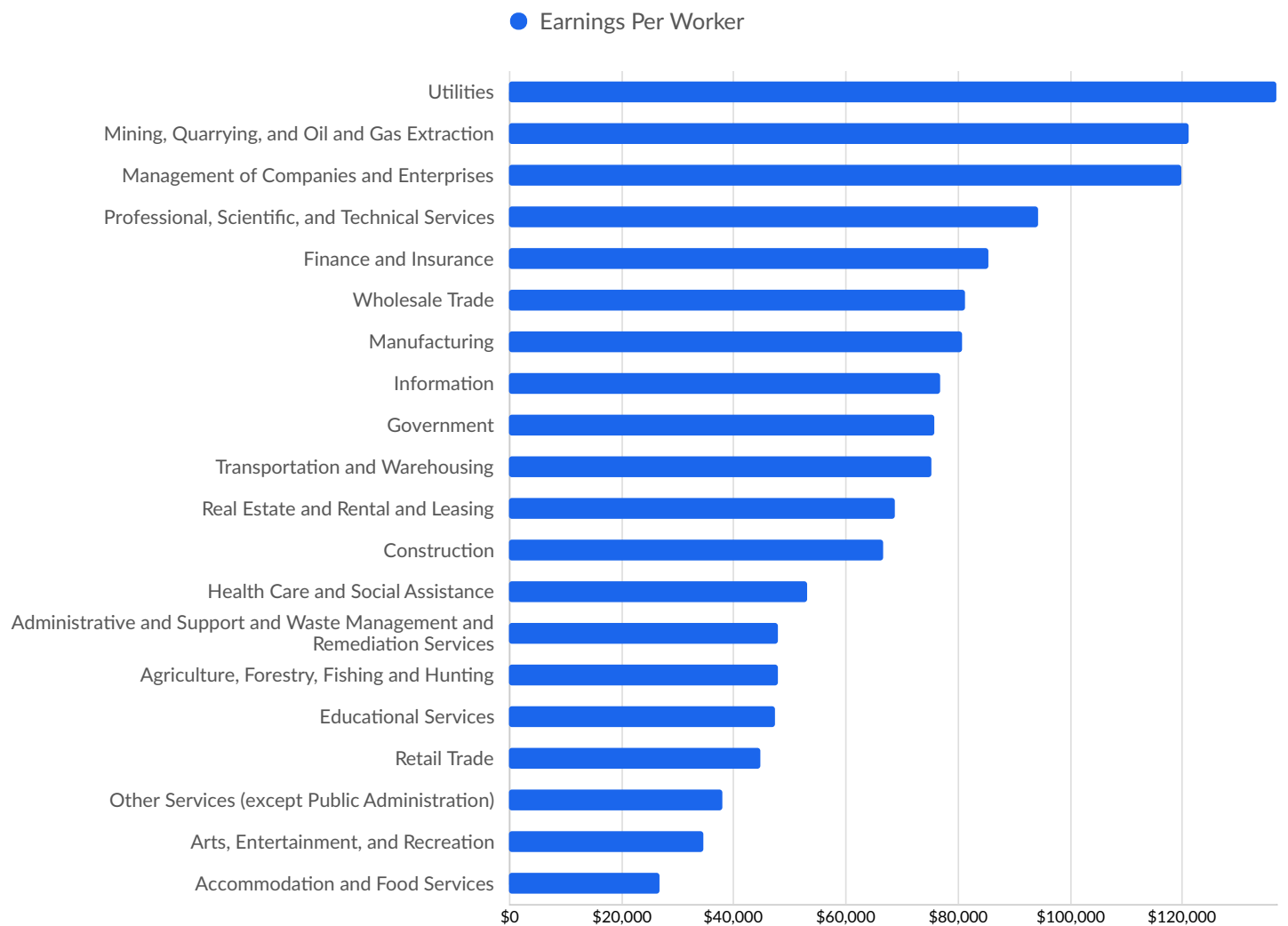
Top Industry Employment Concentration



Top Industry GRP



Top Industry Earnings



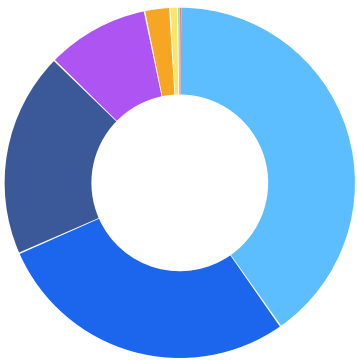
Business Characteristics

128,613 Companies Employ Your Workers

Online profiles for your workers mention 128,613 companies as employers, with the top 10 appearing below. In the last 12 months, 19,113 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
United States Air Force	4,816	CHRISTUS Health	12,956
The University of Texas Rio Gran...	4,753	University Health	3,212
State Of Texas	4,546	Walmart	2,862
H-E-B	3,070	The University of Texas Rio Gran...	2,589
Walmart	2,870	Encompass Health	2,138
United States Army	2,221	State Of Texas	1,733
UT Health	2,042	Domino's Pizza	1,596
Bisd	2,026	Dollar General	1,587
The University of Texas at Tyler	1,916	IDEA Public Schools	1,488
Christus Trinity Mother Frances ...	1,872	Dhr Health Institute For Researc...	1,415

Business Size

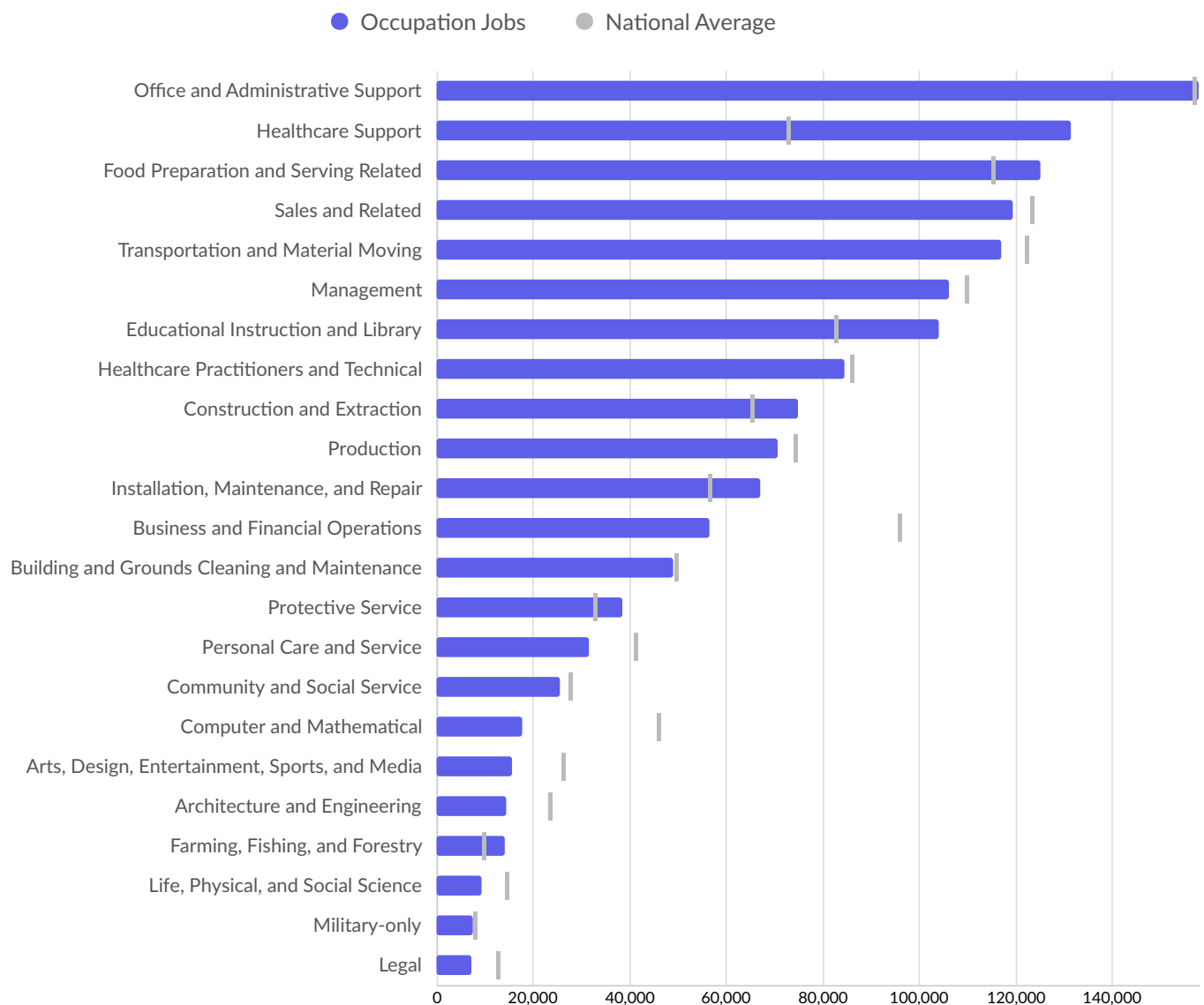


	Percentage	Business Count
1 to 4 employees	40.2%	52,112
5 to 9 employees	28.2%	36,537
10 to 19 employees	18.9%	24,501
20 to 49 employees	9.5%	12,275
50 to 99 employees	2.3%	3,017
100 to 249 employees	0.7%	918
250 to 499 employees	0.2%	279
500+ employees	0.1%	65

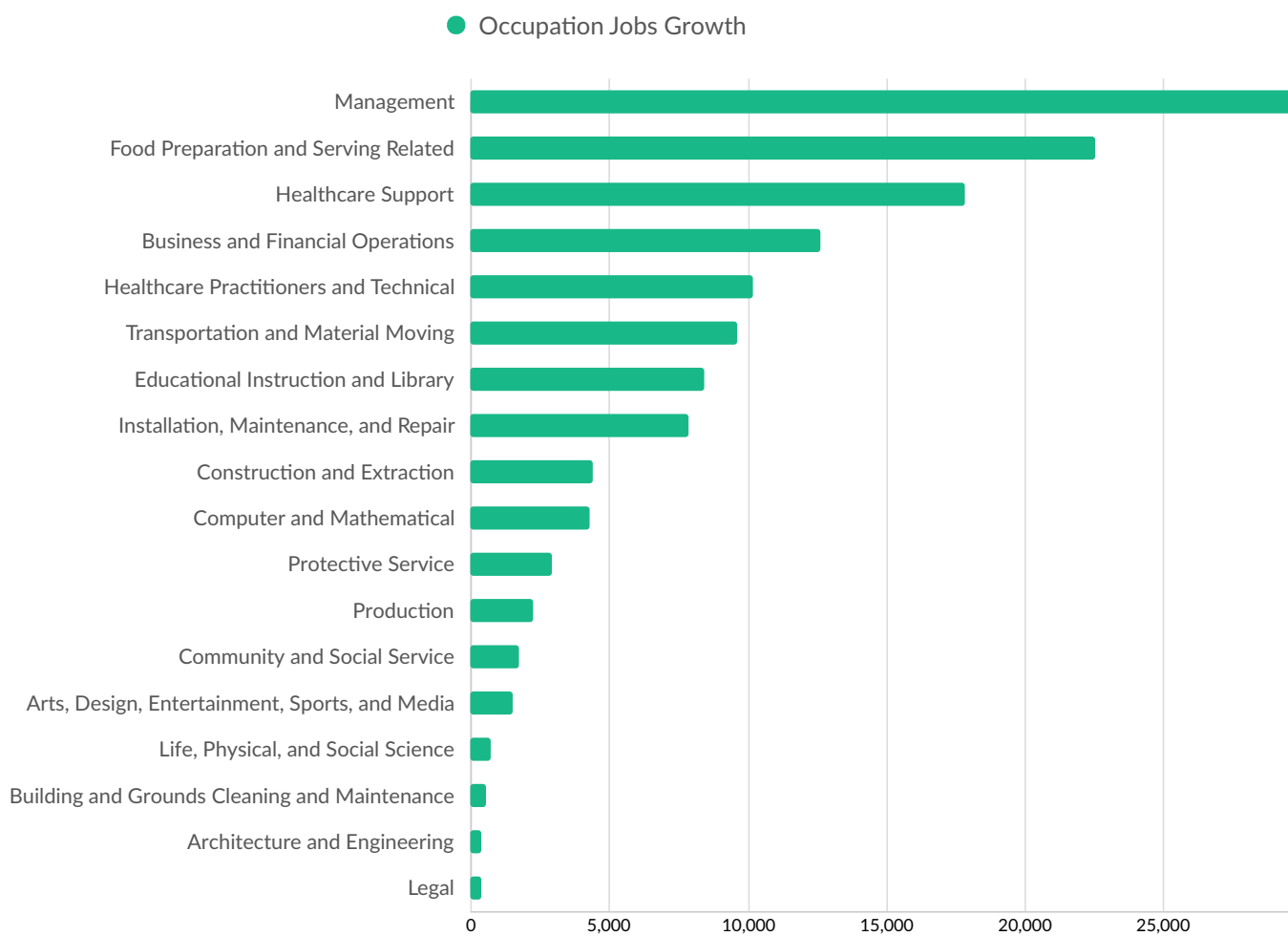
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

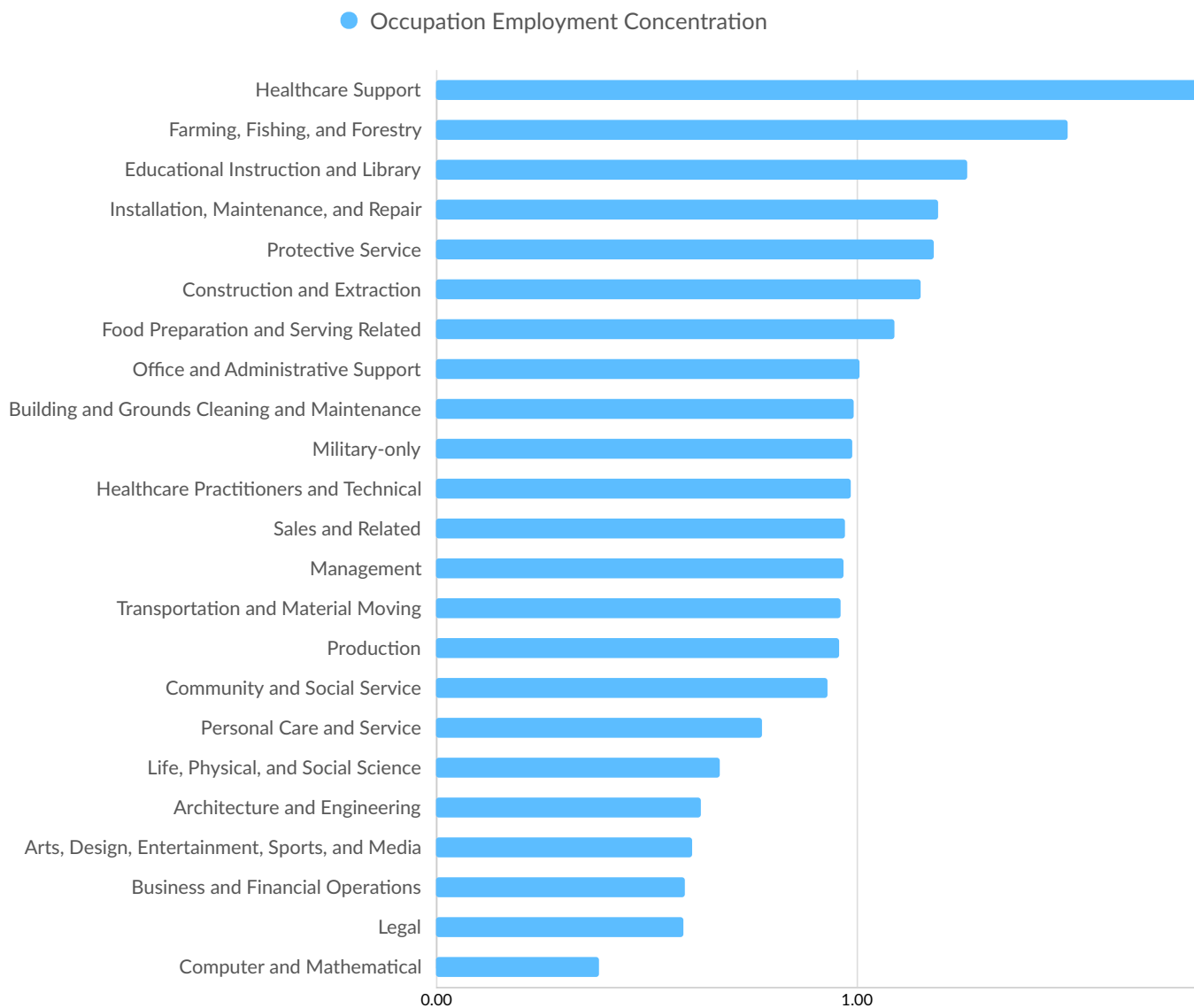
Largest Occupations



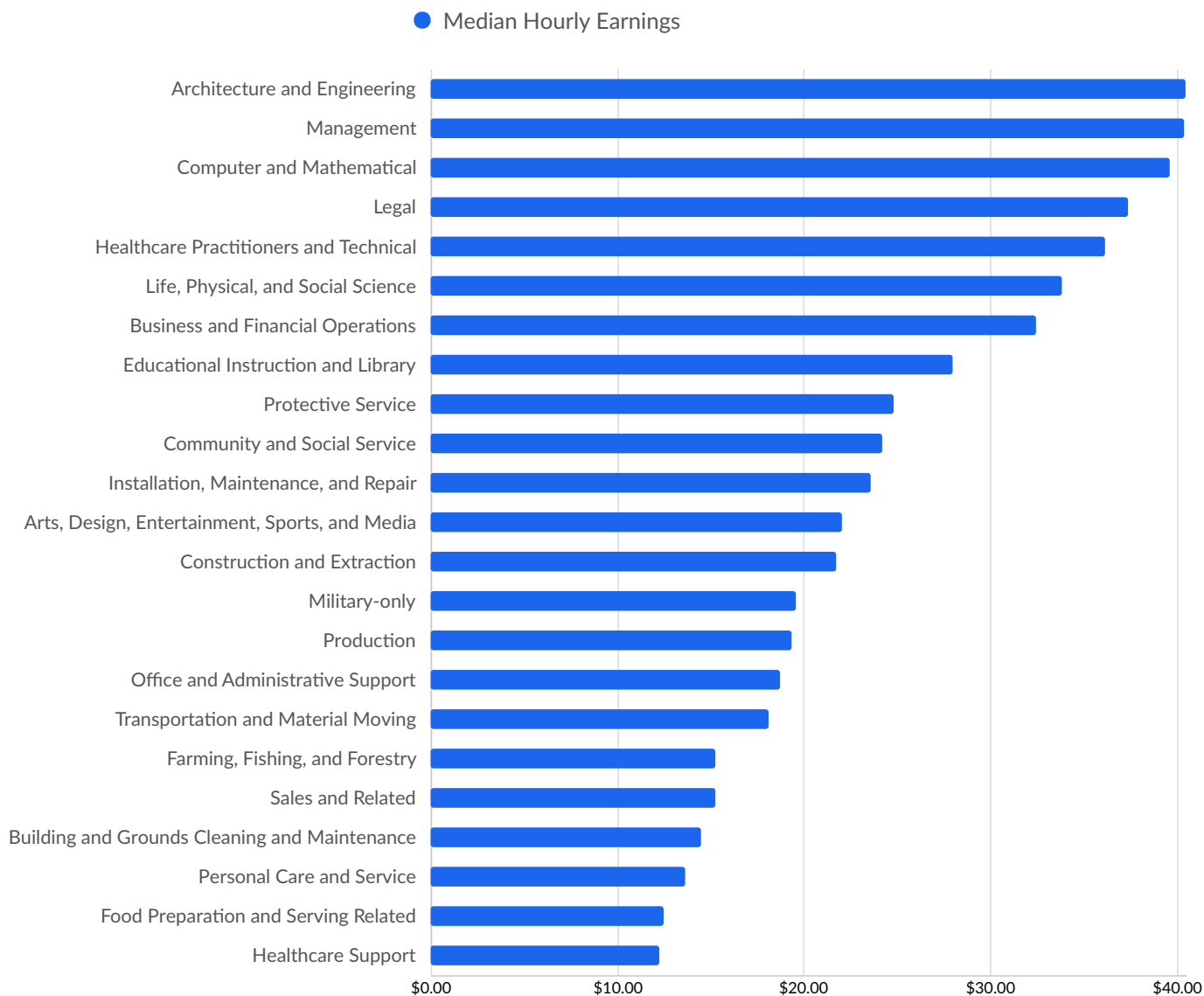
Top Growing Occupations



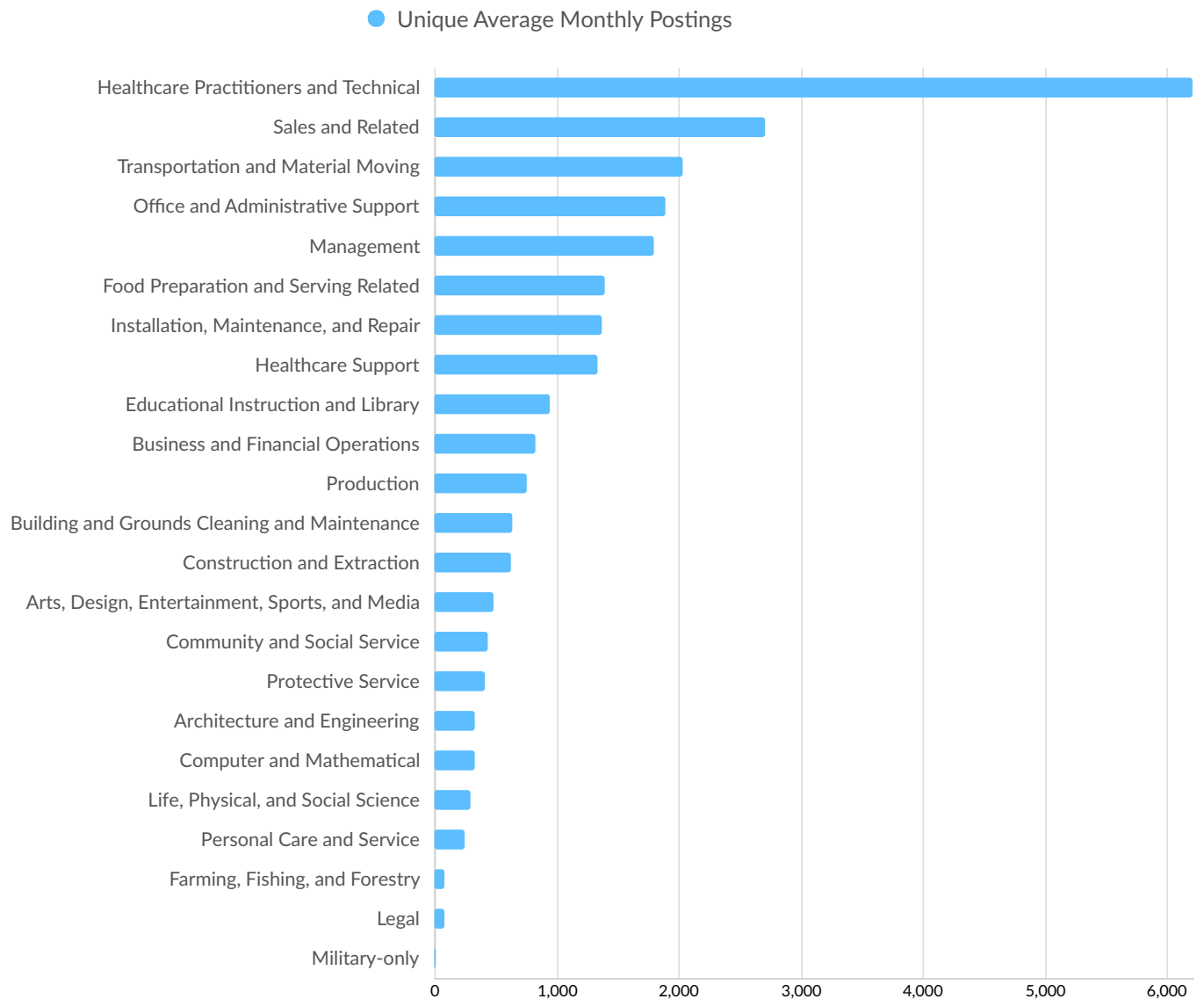
Top Occupation Employment Concentration



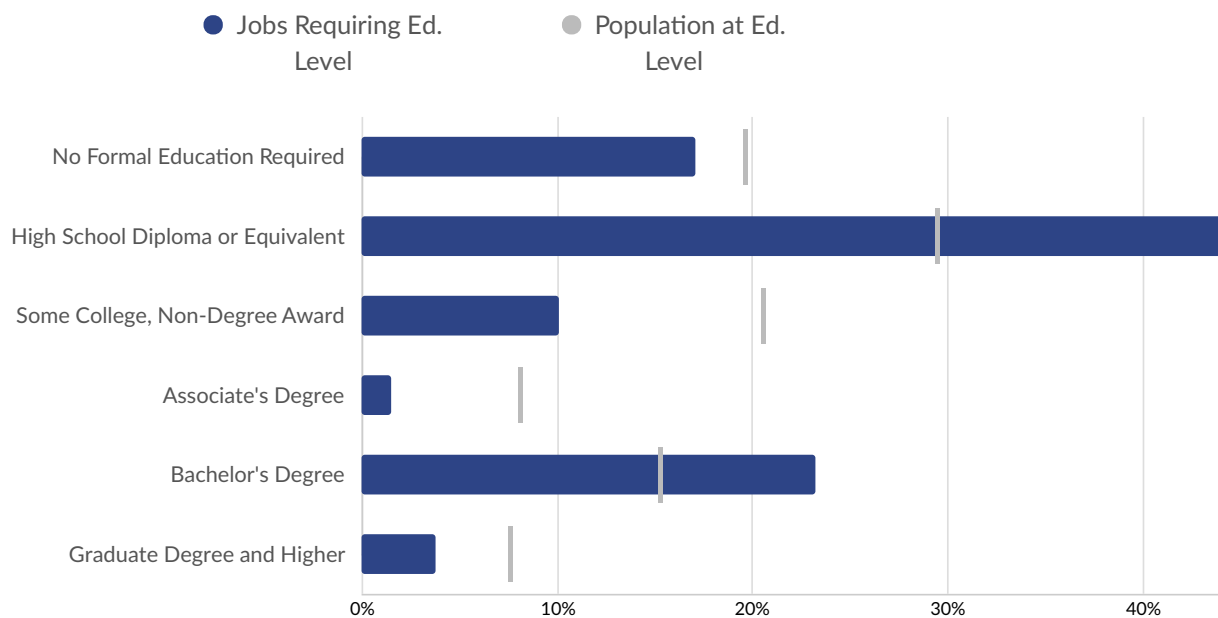
Top Occupation Earnings



Top Posted Occupations

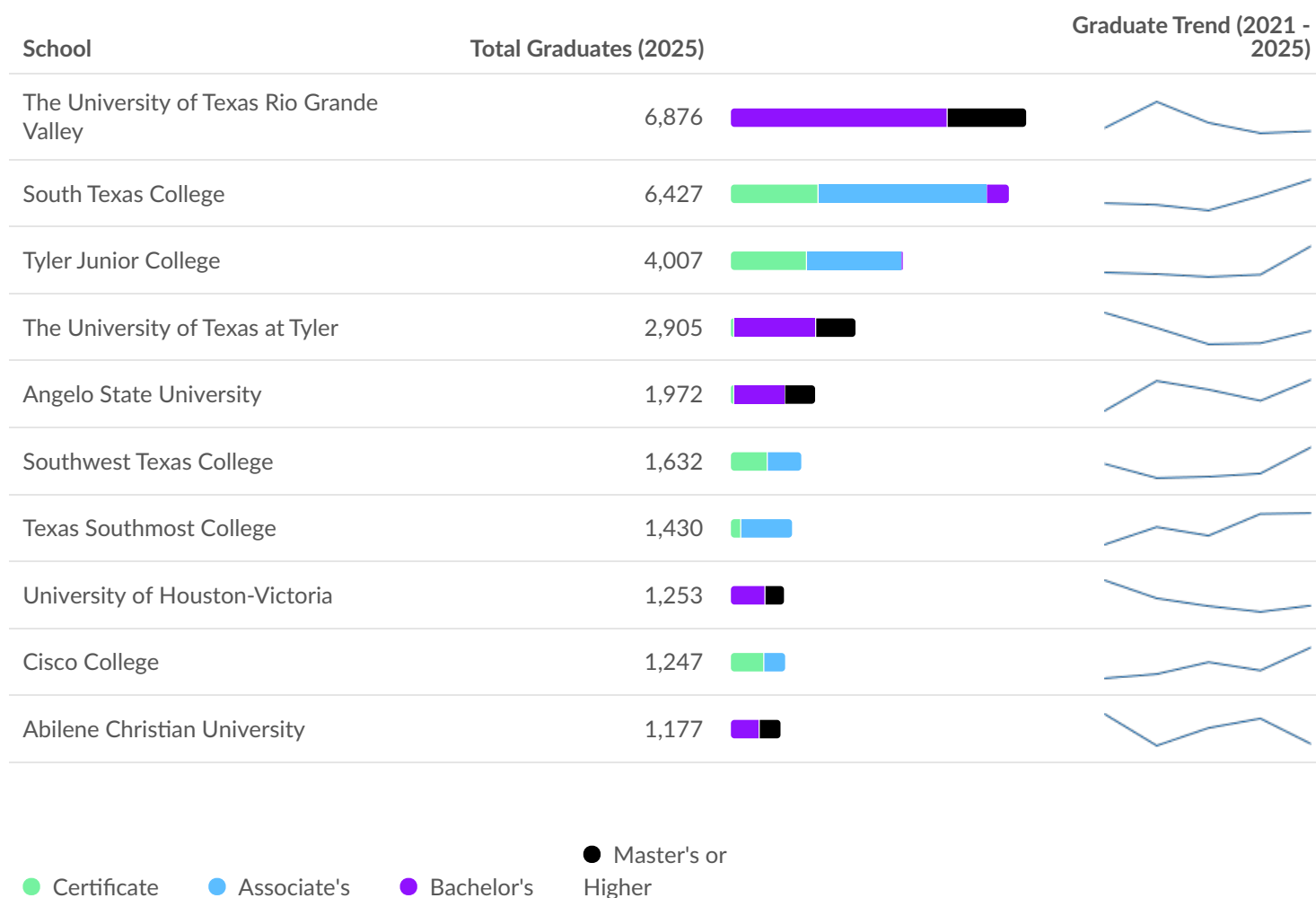


Underemployment

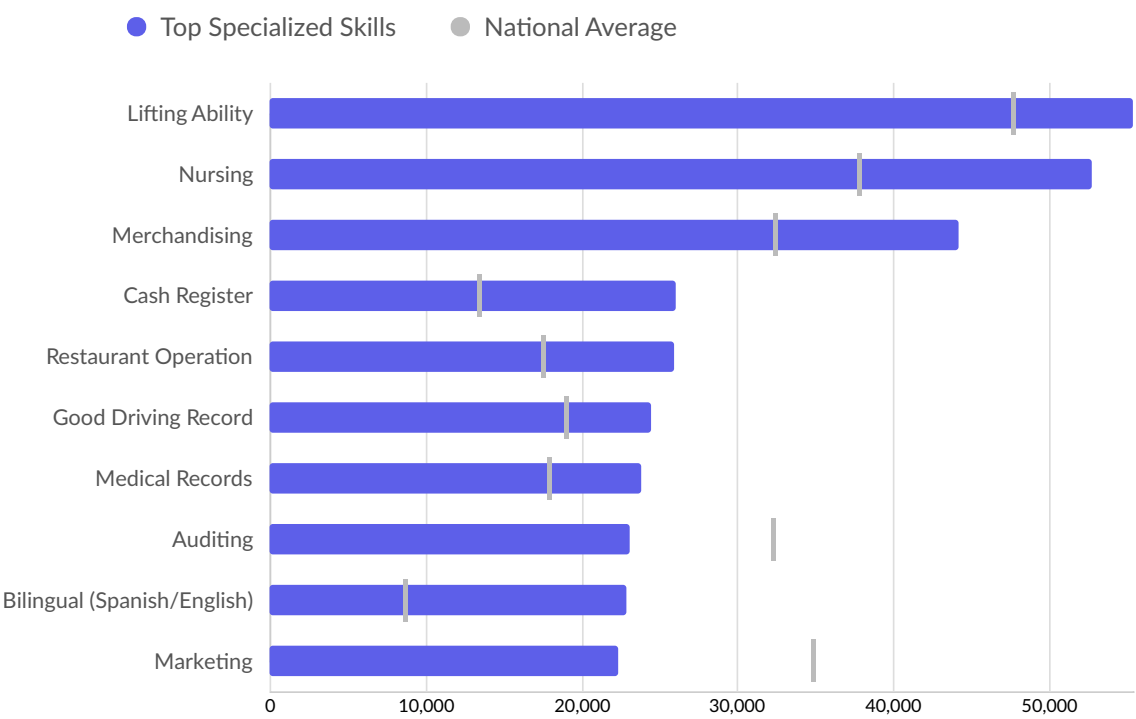


Educational Pipeline

In 2025, there were 43,641 graduates in AEP-Served Texas Counties (AEP Texas & SWEPCO). This pipeline has grown by 16% over the last 5 years. The highest share of these graduates come from "General Studies" (Associate's), "Welding Technology/Welder" (Certificate), and "Registered Nursing/Registered Nurse" (Bachelor's).



In-Demand Skills



Appendix A (Geographies)

Code	Description
48007	Aransas County, TX
48023	Baylor County, TX
48025	Bee County, TX
48037	Bowie County, TX
48043	Brewster County, TX
48045	Briscoe County, TX
48047	Brooks County, TX
48049	Brown County, TX
48059	Callahan County, TX
48061	Cameron County, TX
48063	Camp County, TX
48067	Cass County, TX

Code	Description
48075	Childress County, TX
48081	Coke County, TX
48083	Coleman County, TX
48089	Colorado County, TX
48095	Concho County, TX
48101	Cottle County, TX
48103	Crane County, TX
48105	Crockett County, TX
48123	DeWitt County, TX
48125	Dickens County, TX
48127	Dimmit County, TX
48131	Duval County, TX

Code	Description
48133	Eastland County, TX
48137	Edwards County, TX
48151	Fisher County, TX
48159	Franklin County, TX
48175	Goliad County, TX
48177	Gonzales County, TX
48179	Gray County, TX
48183	Gregg County, TX
48187	Guadalupe County, TX
48191	Hall County, TX
48197	Hardeman County, TX
48203	Harrison County, TX

Code	Description
48207	Haskell County, TX
48215	Hidalgo County, TX
48223	Hopkins County, TX
48235	Irion County, TX
48239	Jackson County, TX
48243	Jeff Davis County, TX
48255	Karnes County, TX
48267	Kimble County, TX
48269	King County, TX
48275	Knox County, TX
48307	McCulloch County, TX
48311	McMullen County, TX

Code	Description
48315	Marion County, TX
48321	Matagorda County, TX
48323	Maverick County, TX
48325	Medina County, TX
48327	Menard County, TX
48343	Morris County, TX
48353	Nolan County, TX
48371	Pecos County, TX
48377	Presidio County, TX
48383	Reagan County, TX
48387	Red River County, TX
48401	Rusk County, TX

Code	Description
48413	Schleicher County, TX
48417	Shackelford County, TX
48419	Shelby County, TX
48423	Smith County, TX
48427	Starr County, TX
48429	Stephens County, TX
48433	Stonewall County, TX
48435	Sutton County, TX
48441	Taylor County, TX
48449	Titus County, TX
48451	Tom Green County, TX
48461	Upton County, TX

Code	Description
48463	Uvalde County, TX
48465	Val Verde County, TX
48467	Van Zandt County, TX

Code	Description
48469	Victoria County, TX
48505	Zapata County, TX
48507	Zavala County, TX