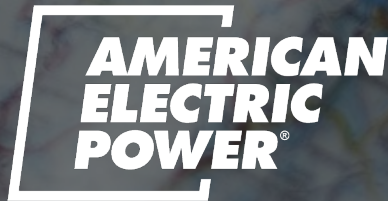




AEP-Served Texas Counties (AEP Texas & SWEPCO)



1 Riverside Plaza, 12th Floor
Columbus, Ohio 43215

Contents

Report Parameters	1
Economy Overview	2
Unemployment by Demographics	4
Historic & Projected Trends	8
Population Characteristics	12
Inbound and Outbound Migration	14
Industry Characteristics	17
Business Characteristics	22
Workforce Characteristics	24
Educational Pipeline	30
In-Demand Skills	31
Appendix A (Geographies)	32

Report Parameters

115 Counties

48007	Aransas County, TX	48043	Brewster County, TX
48013	Atascosa 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	<i>See Appendix A for all 115 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

4,706,211

Population (2023)

Population **grew by 73,652** over the last 5 years and is projected to **grow by 126,422** over the next 5 years.

1,961,205

Total Regional Employment

Jobs **grew by 80,710** over the last 5 years and are projected to **grow by 145,079** over the next 5 years.

\$58.7K

Avg. Earnings Per Job (2023)

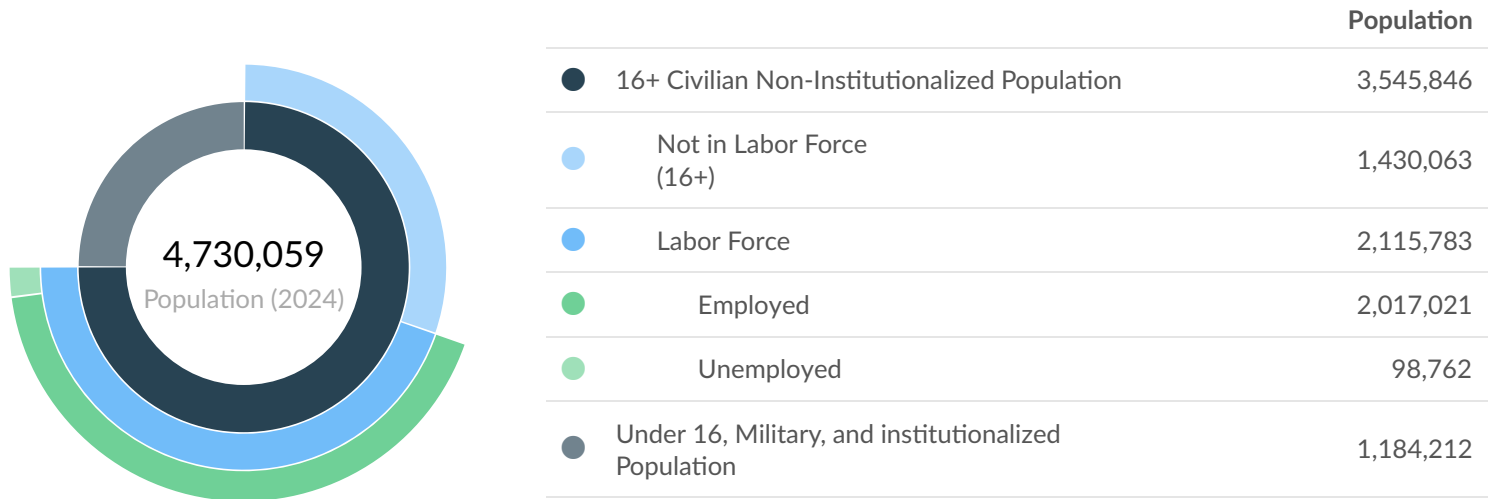
Regional average earnings per job are **\$24.6K below** the national average earnings of \$83.3K per job.

Takeaways

- As of 2023 the region's population **increased by 1.6%** since 2018, growing by 73,652. Population is expected to **increase by 2.7%** between 2023 and 2028, adding 126,422.
- From 2018 to 2023, jobs **increased by 4.3%** in AEP-Served Texas Counties (AEP Texas & SWEPCO) from 1,880,495 to **1,961,205**. As the number of jobs increased, the **labor force participation rate increased from 58.0% to 59.2% between 2018 and 2023**.
- Concerning educational attainment, **14.3% of the selected regions' residents possess a Bachelor's Degree** (6.8% below the national average), and **7.7% hold an Associate's Degree** (1.1% below the national average).
- The top three industries in 2023 are Education and Hospitals (Local Government), Restaurants and Other Eating Places, and Home Health Care Services.

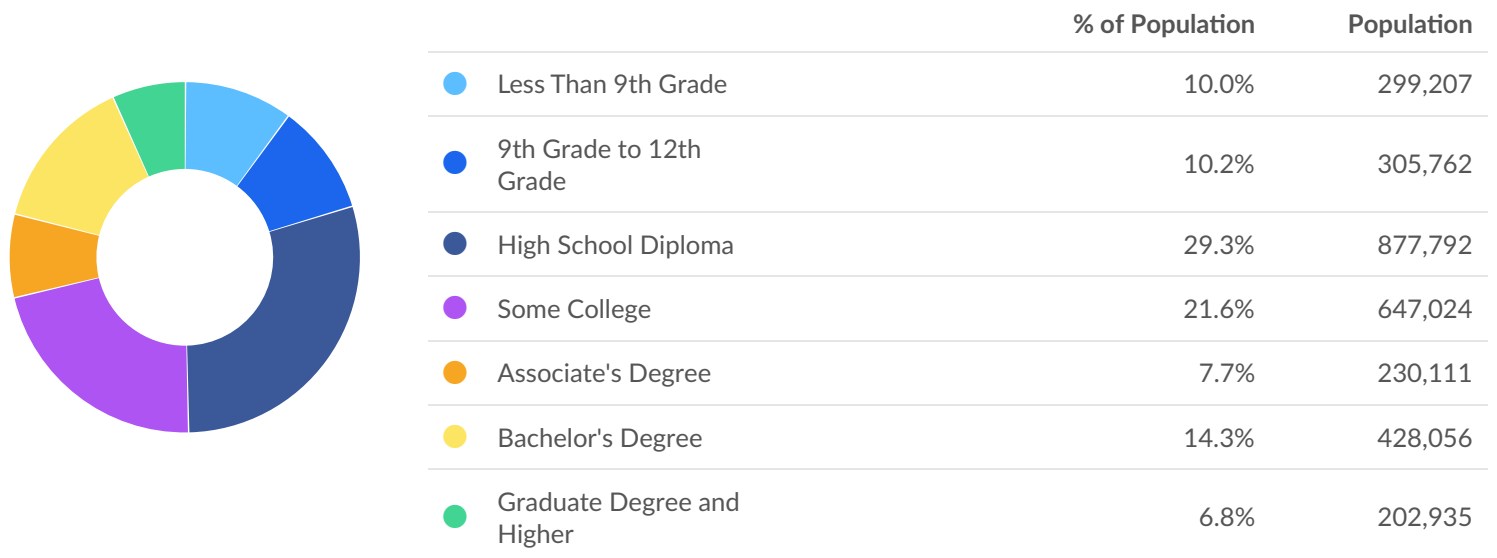
	Population (2024)	Labor Force (Mar 2024)	Jobs (2023)	Cost of Living	GRP	Imports	Exports
Region	4,730,059	2,115,783	1,961,205	95.6	\$245.27B	\$308.44B	\$314.57B
State	30,898,626	15,276,869	15,542,589	96.6	\$2.50T	\$1.50T	\$1.96T

Mar 2024 Labor Force Breakdown



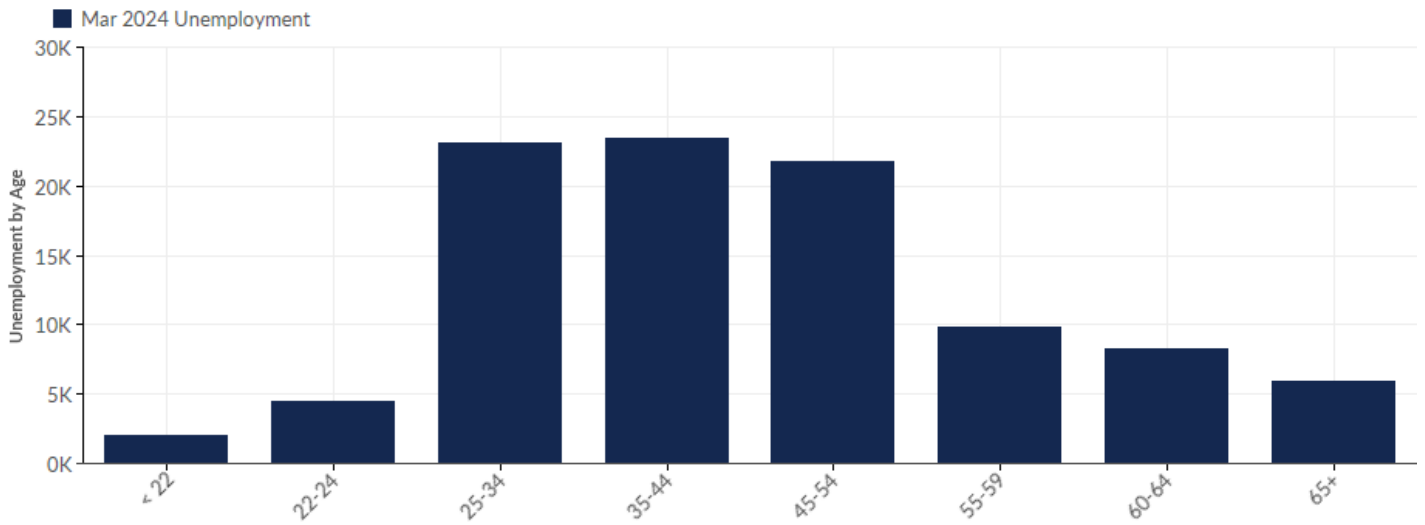
Educational Attainment

Concerning educational attainment, **14.3% of the selected regions' residents possess a Bachelor's Degree** (6.8% below the national average), and **7.7% hold an Associate's Degree** (1.1% below the national average).



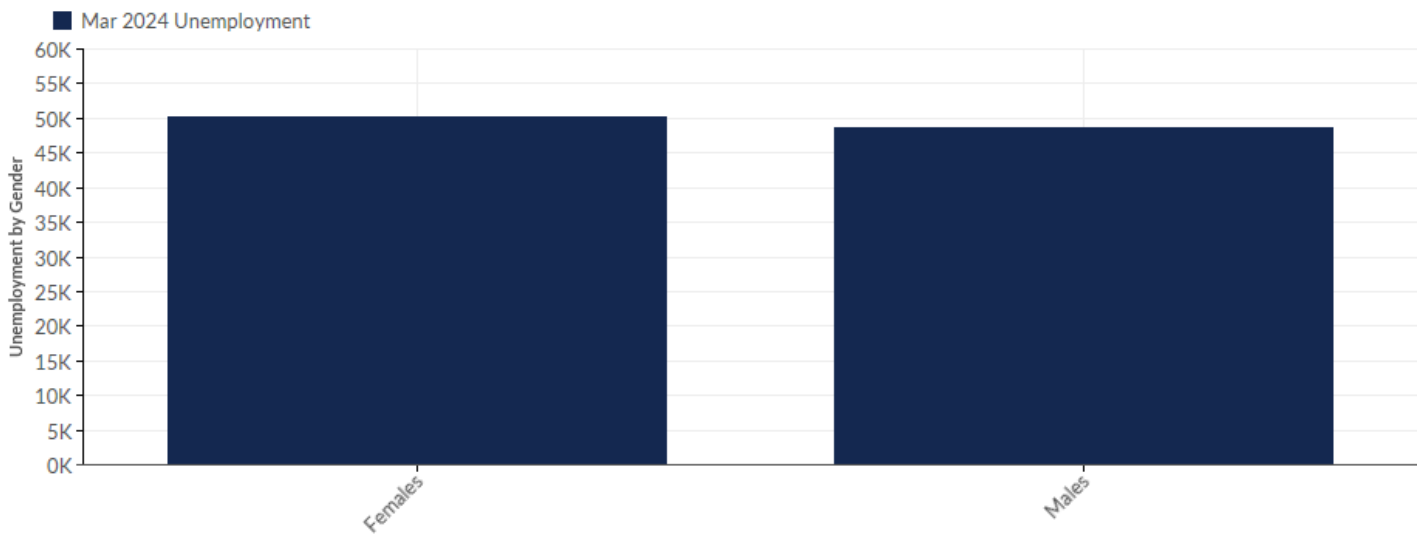
Unemployment by Demographics

Unemployment by Age



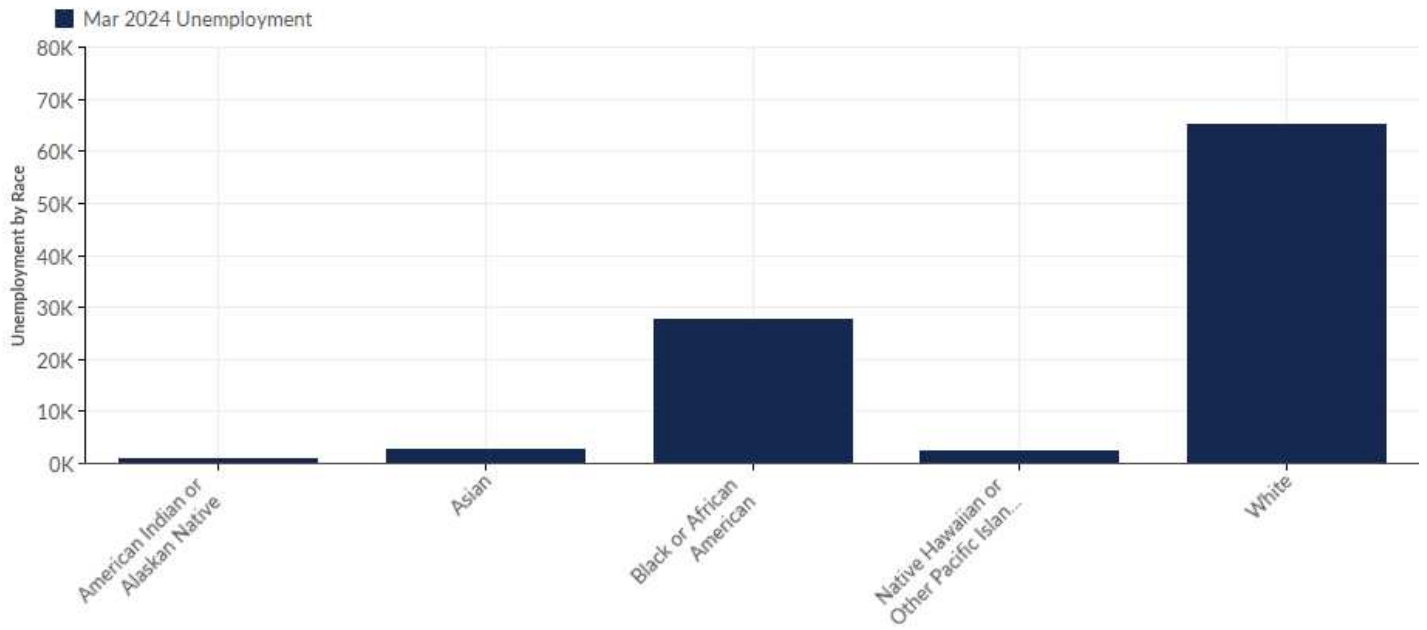
Age	Unemployment (Mar 2024)	% of Unemployed
< 22	2,018	2.04%
22-24	4,494	4.55%
25-34	23,042	23.33%
35-44	23,459	23.75%
45-54	21,761	22.03%
55-59	9,776	9.90%
60-64	8,291	8.39%
65+	5,922	6.00%
Total	98,762	100.00%

Unemployment by Gender



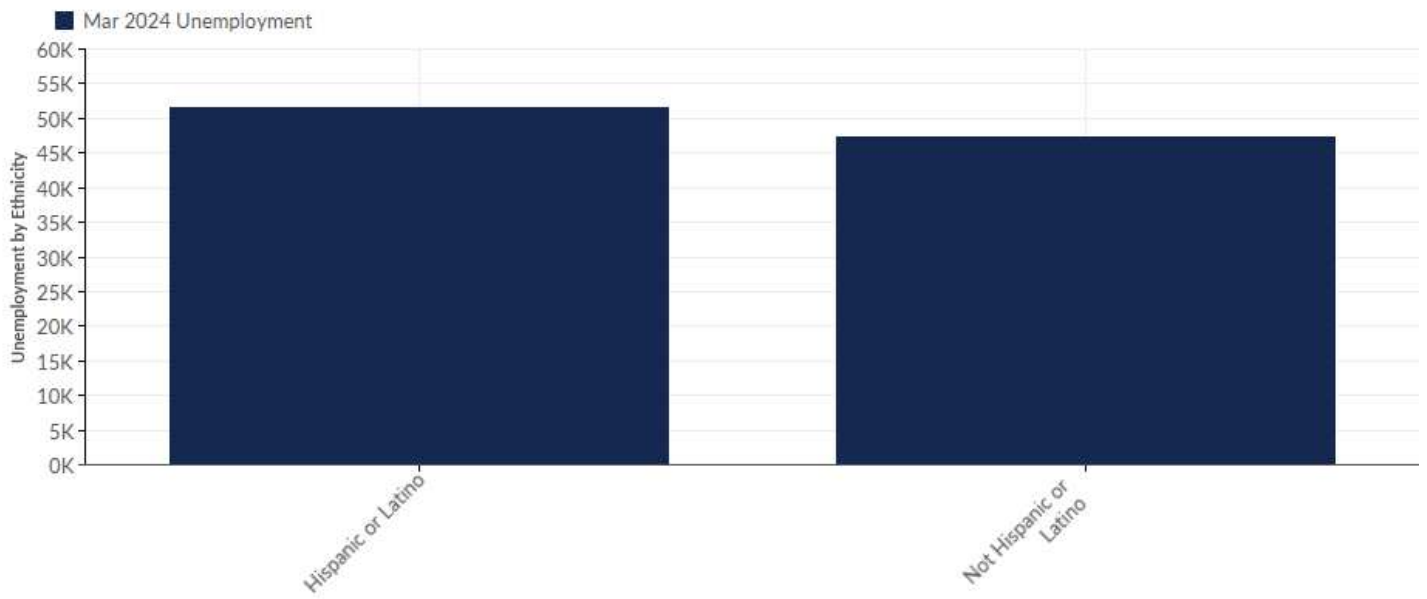
Gender	Unemployment (Mar 2024)	% of Unemployed
Females	50,240	50.87%
Males	48,522	49.13%
Total	98,762	100.00%

Unemployment by Race



Race	Unemployment (Mar 2024)	% of Unemployed
American Indian or Alaskan Native	927	0.94%
Asian	2,565	2.60%
Black or African American	27,683	28.03%
Native Hawaiian or Other Pacific Islander	2,516	2.55%
White	65,071	65.89%
Total	98,762	100.00%

Unemployment by Ethnicity

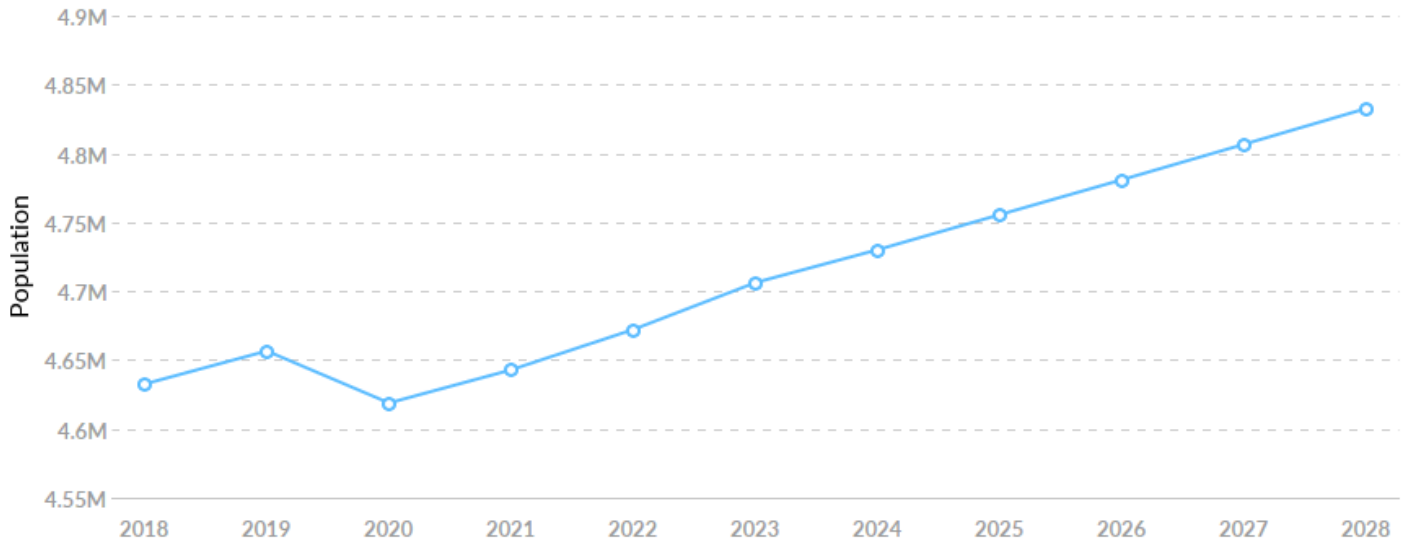


Ethnicity	Unemployment (Mar 2024)	% of Unemployed
Hispanic or Latino	51,508	52.15%
Not Hispanic or Latino	47,254	47.85%
Total	98,762	100.00%

Historic & Projected Trends

Population Trends

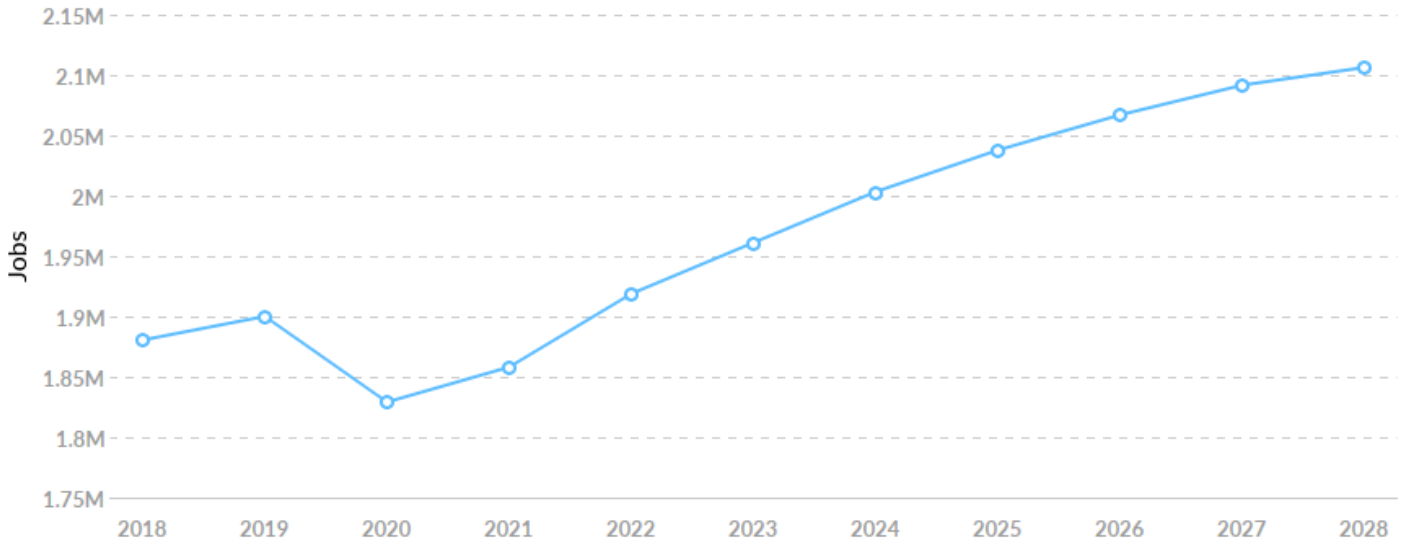
As of 2023 the region's population increased by 1.6% since 2018, growing by 73,652. Population is expected to increase by 2.7% between 2023 and 2028, adding 126,422.



Timeframe	Population
2018	4,632,559
2019	4,656,558
2020	4,618,791
2021	4,642,851
2022	4,672,122
2023	4,706,211
2024	4,730,059
2025	4,755,532
2026	4,780,882
2027	4,806,647
2028	4,832,633

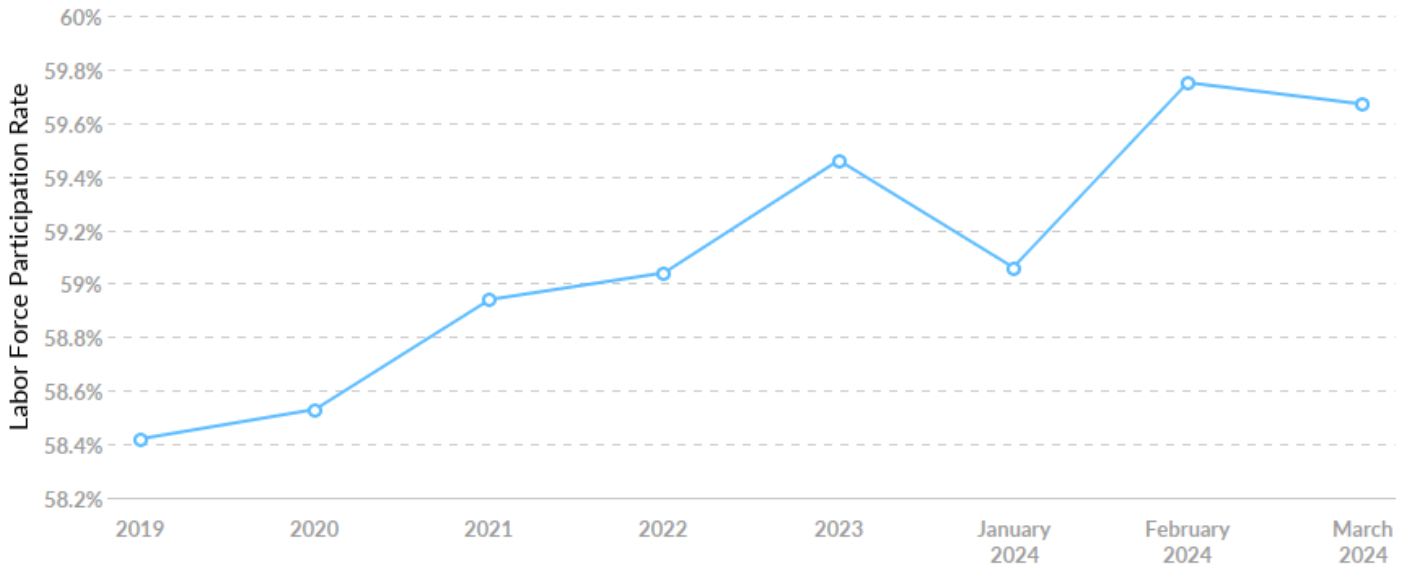
Job Trends

From 2018 to 2023, jobs increased by 4.3% in AEP-Served Texas Counties (AEP Texas & SWEPCO) from 1,880,495 to 1,961,205.



Timeframe	Jobs
2018	1,880,495
2019	1,900,094
2020	1,829,125
2021	1,858,111
2022	1,918,855
2023	1,961,205
2024	2,003,322
2025	2,037,823
2026	2,066,964
2027	2,091,607
2028	2,106,283

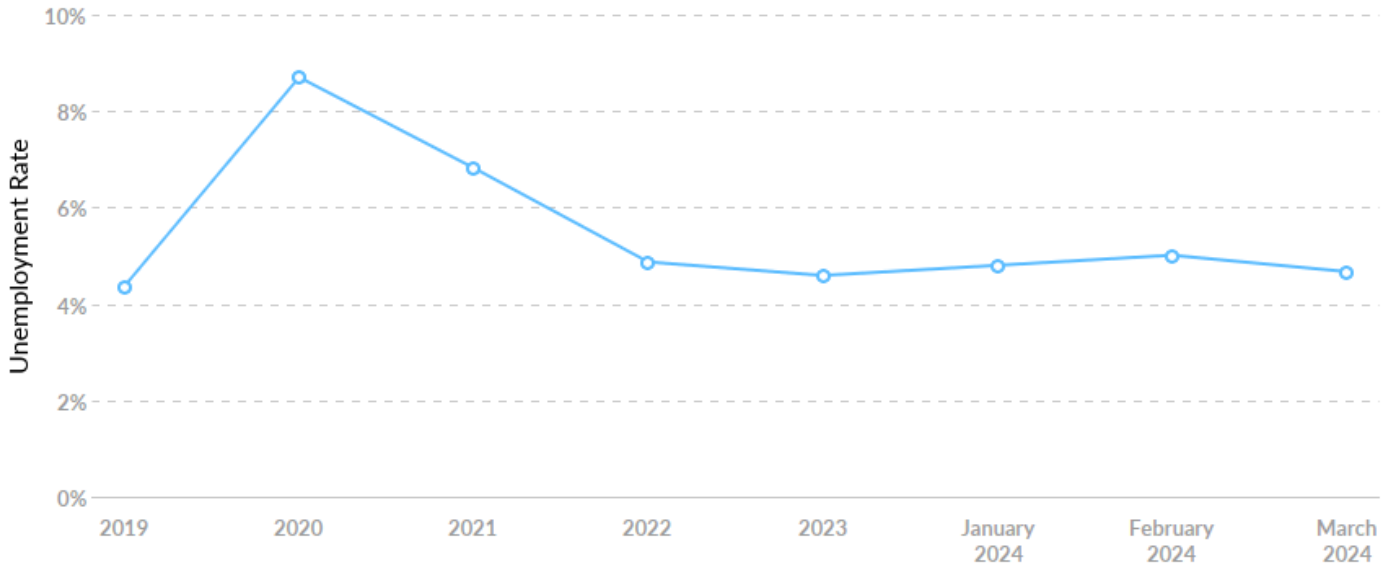
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2019	58.42%
2020	58.53%
2021	58.94%
2022	59.04%
2023	59.46%
January 2024	59.06%
February 2024	59.75%
March 2024	59.67%

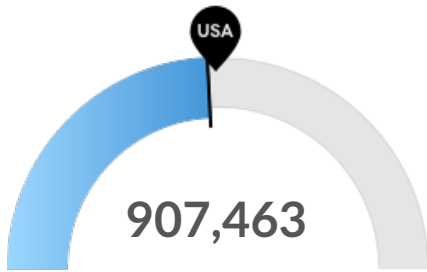
Unemployment Rate Trends

Your areas had a March 2024 unemployment rate of 4.67%, **increasing from 4.37%** 5 years before.



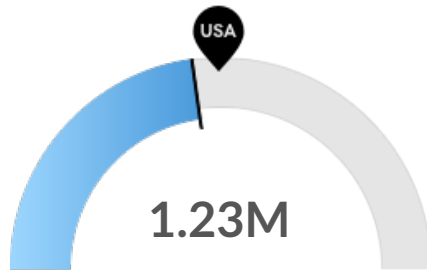
Timeframe	Unemployment Rate
2019	4.37%
2020	8.70%
2021	6.82%
2022	4.87%
2023	4.59%
January 2024	4.80%
February 2024	5.01%
March 2024	4.67%

Population Characteristics



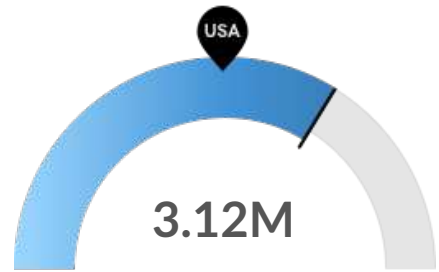
Millennials

Your area has 907,463 millennials (ages 25-39). The national average for an area this size is 950,009.



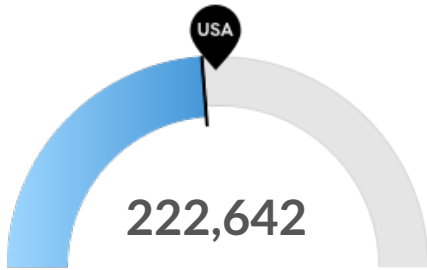
Retiring Soon

Retirement risk is low in your area. The national average for an area this size is 1,400,151 people 55 or older, while there are 1,230,298 here.



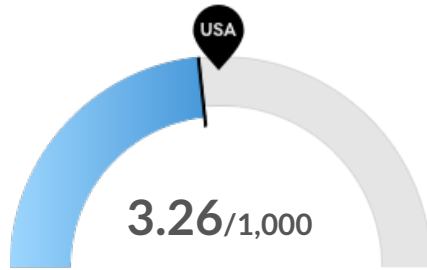
Racial Diversity

Racial diversity is high in your area. The national average for an area this size is 1,921,369 racially diverse people, while there are 3,124,510 here.



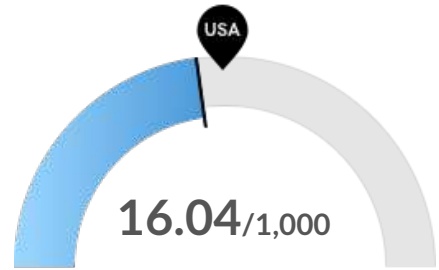
Veterans

Your area has 222,642 veterans. The national average for an area this size is 238,855.



Violent Crime

Your area has 3.26 violent crimes per 1,000 people. The national rate is 3.6 per 1,000 people.

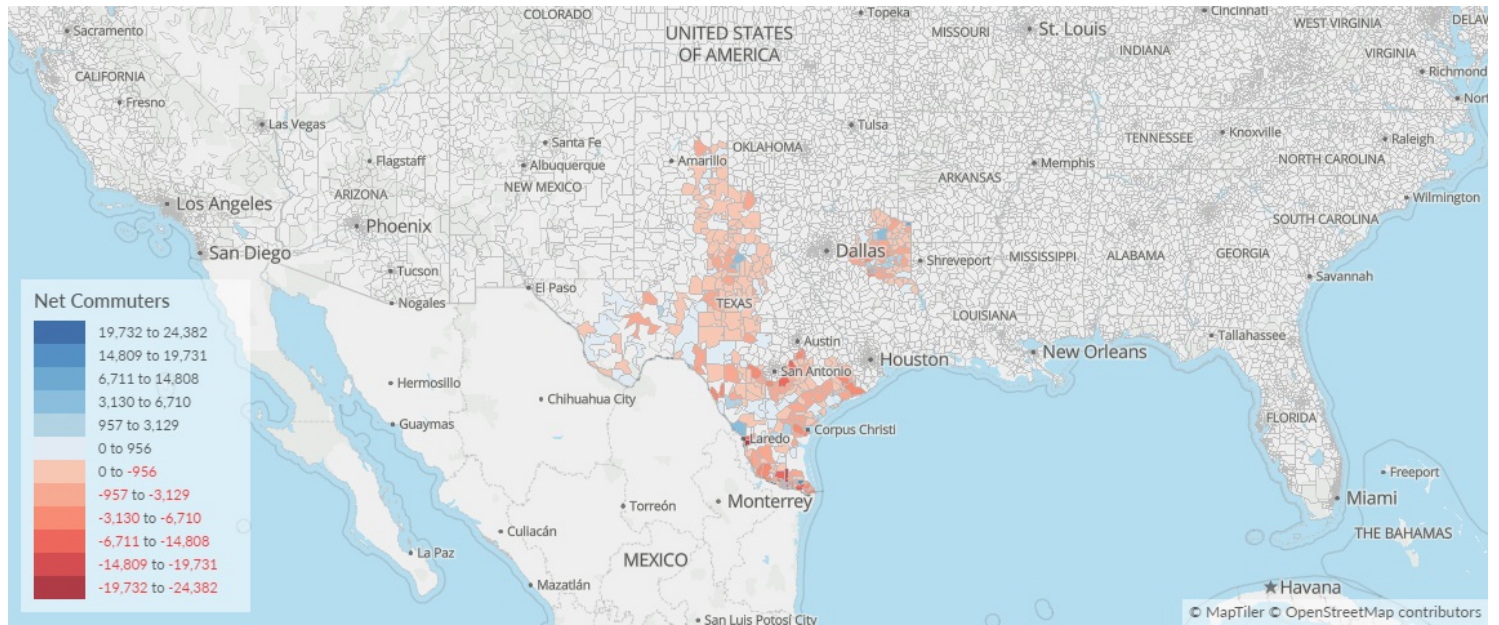


Property Crime

Your area has 16.04 property crimes per 1,000 people. The national rate is 18.22 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 #8 for resident workers. The top ZIP for resident workers is 78521.



Where Talent Works

ZIP	Name	2023 Employment
78501	Mcallen, TX (in Hidalgo ...	45,191
78539	Edinburg, TX (in Hidalgo...	42,599
78041	Laredo, TX (in Webb co...	41,744
78550	Harlingen, TX (in Camer...	41,385
78045	Laredo, TX (in Webb co...	38,201

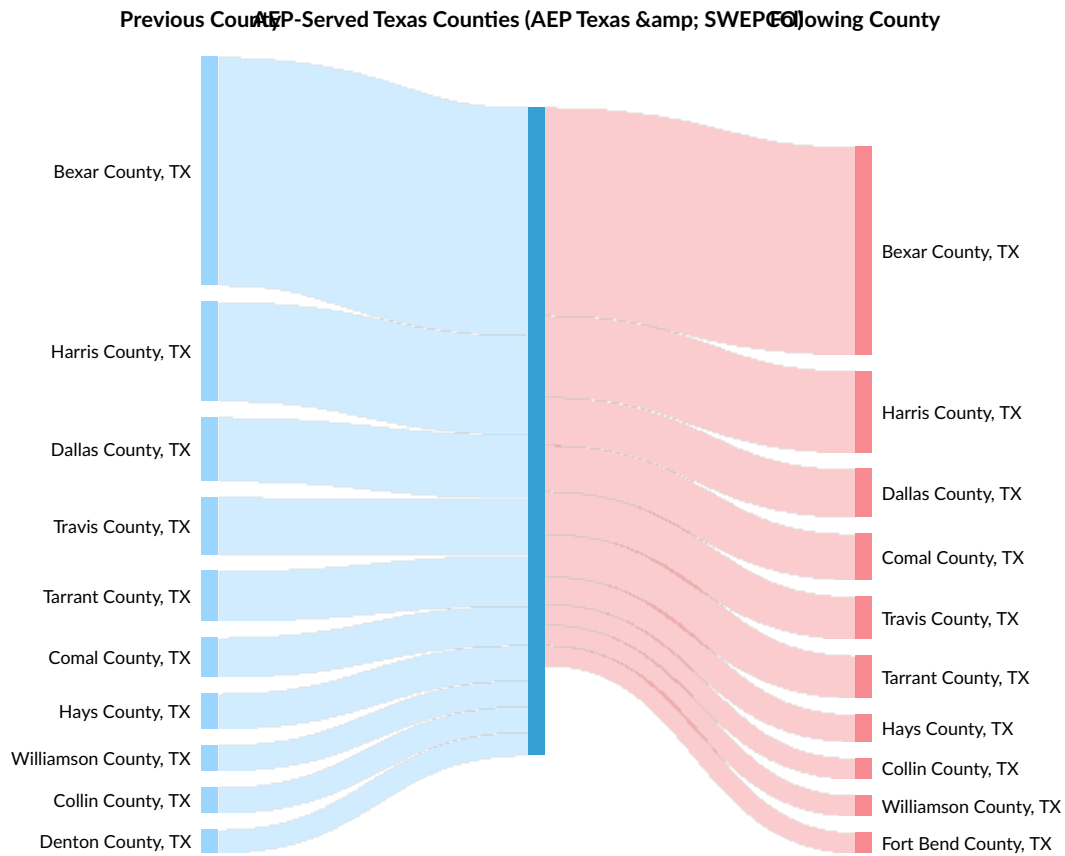
Where Talent Lives

ZIP	Name	2023 Workers
78521	Brownsville, TX (in Cam...	38,985
78045	Laredo, TX (in Webb co...	34,102
78577	Pharr, TX (in Hidalgo co...	32,373
78572	Mission, TX (in Hidalgo ...	30,743
78155	Seguin, TX (in Guadalup...	29,787

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 2021, **17,000** people have migrated from Bexar County, TX to AEP-Served Texas Counties (AEP Texas & SWEPCO). In the same year, **15,496** 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 2021 was **18,255**.



Top Previous Counties	Migrations
Bexar County, TX	17,000
Harris County, TX	7,386
Dallas County, TX	4,733
Travis County, TX	4,265
Tarrant County, TX	3,735

Top Previous Counties	Migrations
Comal County, TX	2,940
Hays County, TX	2,623
Williamson County, TX	1,925
Collin County, TX	1,916
Denton County, TX	1,739
Fort Bend County, TX	1,573
Midland County, TX	1,494
Kaufman County, TX	1,360
Brazoria County, TX	1,352
Ector County, TX	1,345
Top Following Counties	Migrations
Bexar County, TX	15,496
Harris County, TX	6,090
Dallas County, TX	3,581
Comal County, TX	3,440
Travis County, TX	3,174
Tarrant County, TX	3,159
Hays County, TX	2,043
Collin County, TX	1,546
Williamson County, TX	1,542
Fort Bend County, TX	1,515
Denton County, TX	1,452
Montgomery County, TX	1,342
Miller County, AR	1,265
Brazoria County, TX	1,222

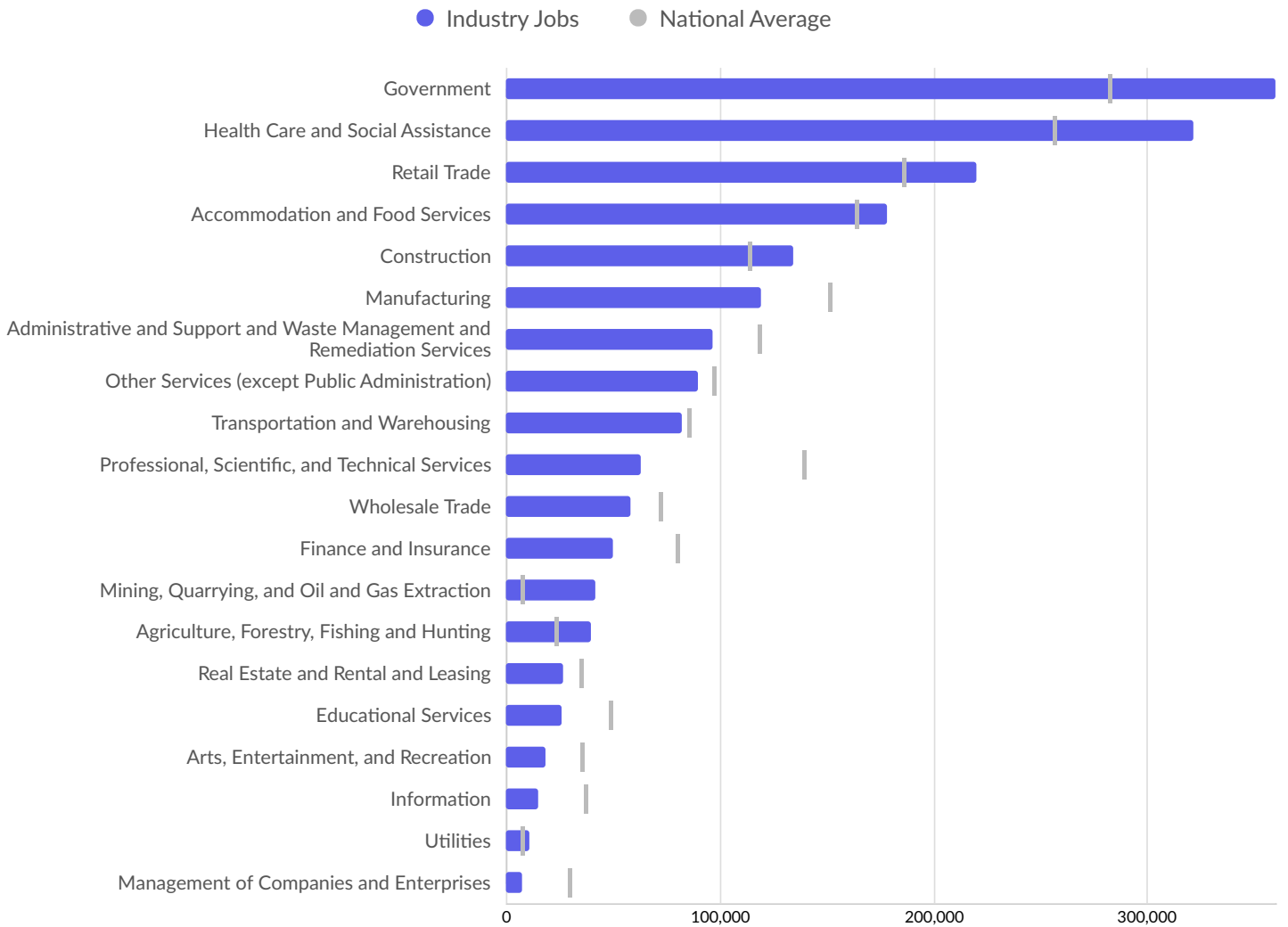
Top Following Counties**Migrations**

Bell County, TX

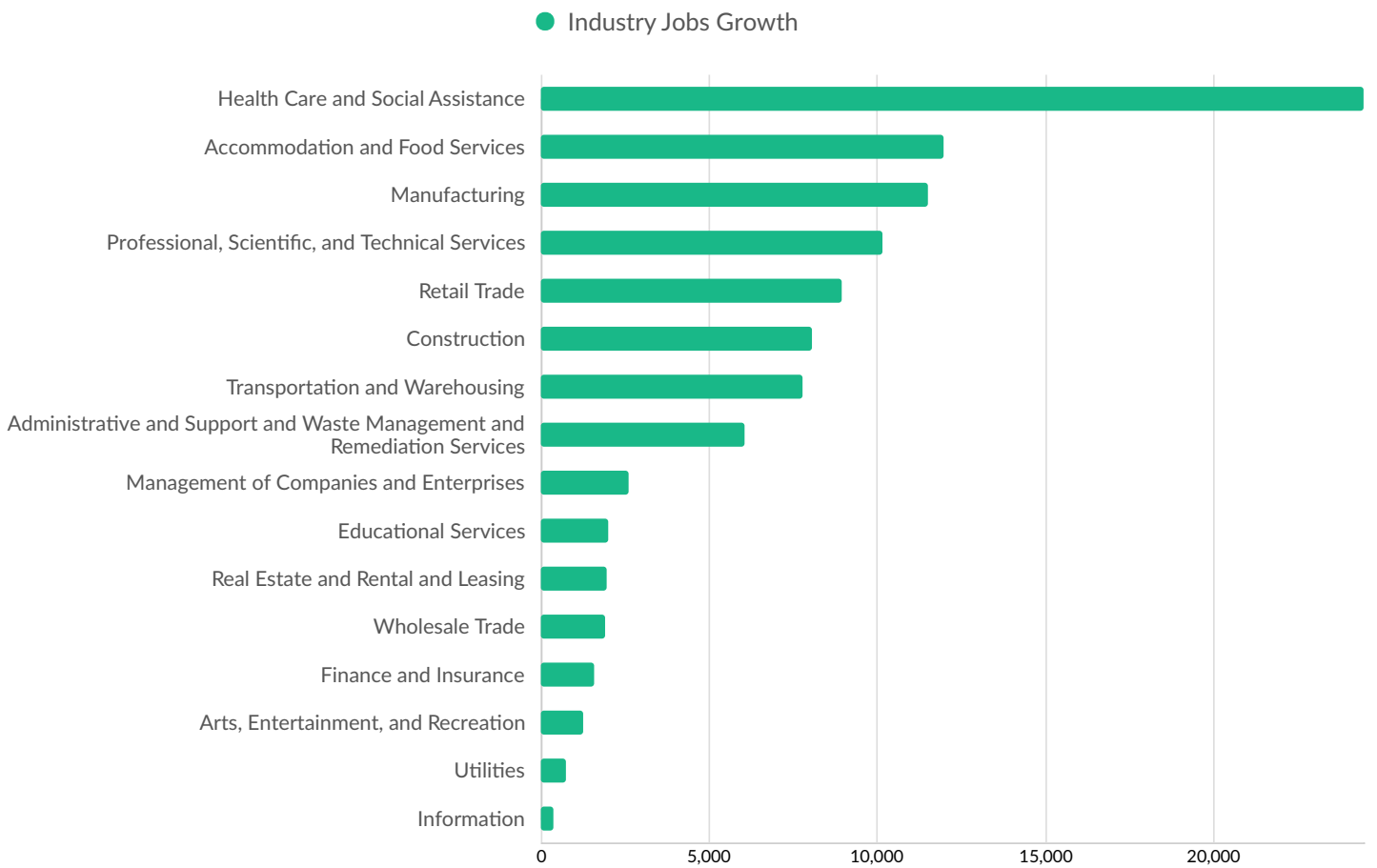
1,154

Industry Characteristics

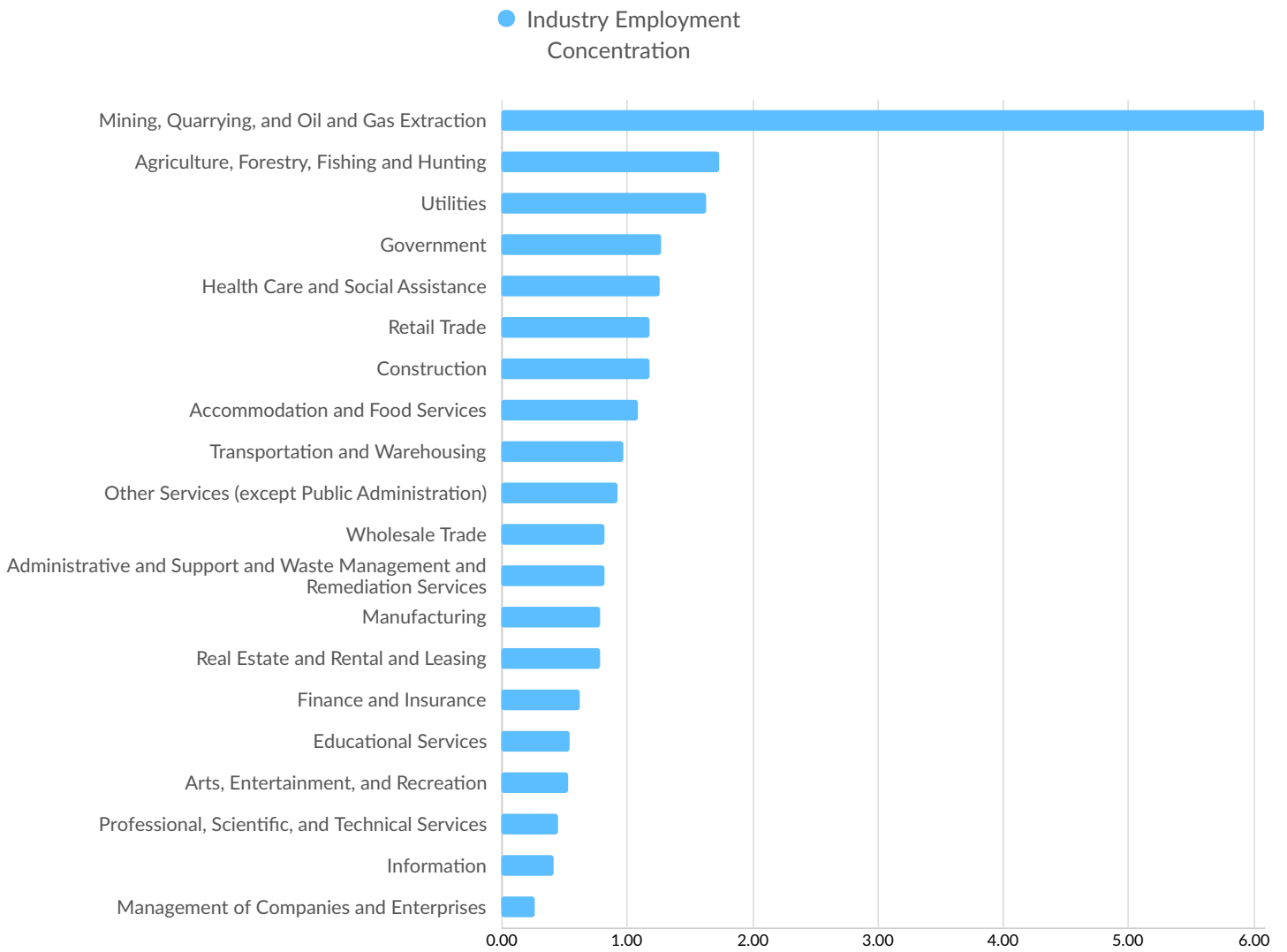
Largest Industries



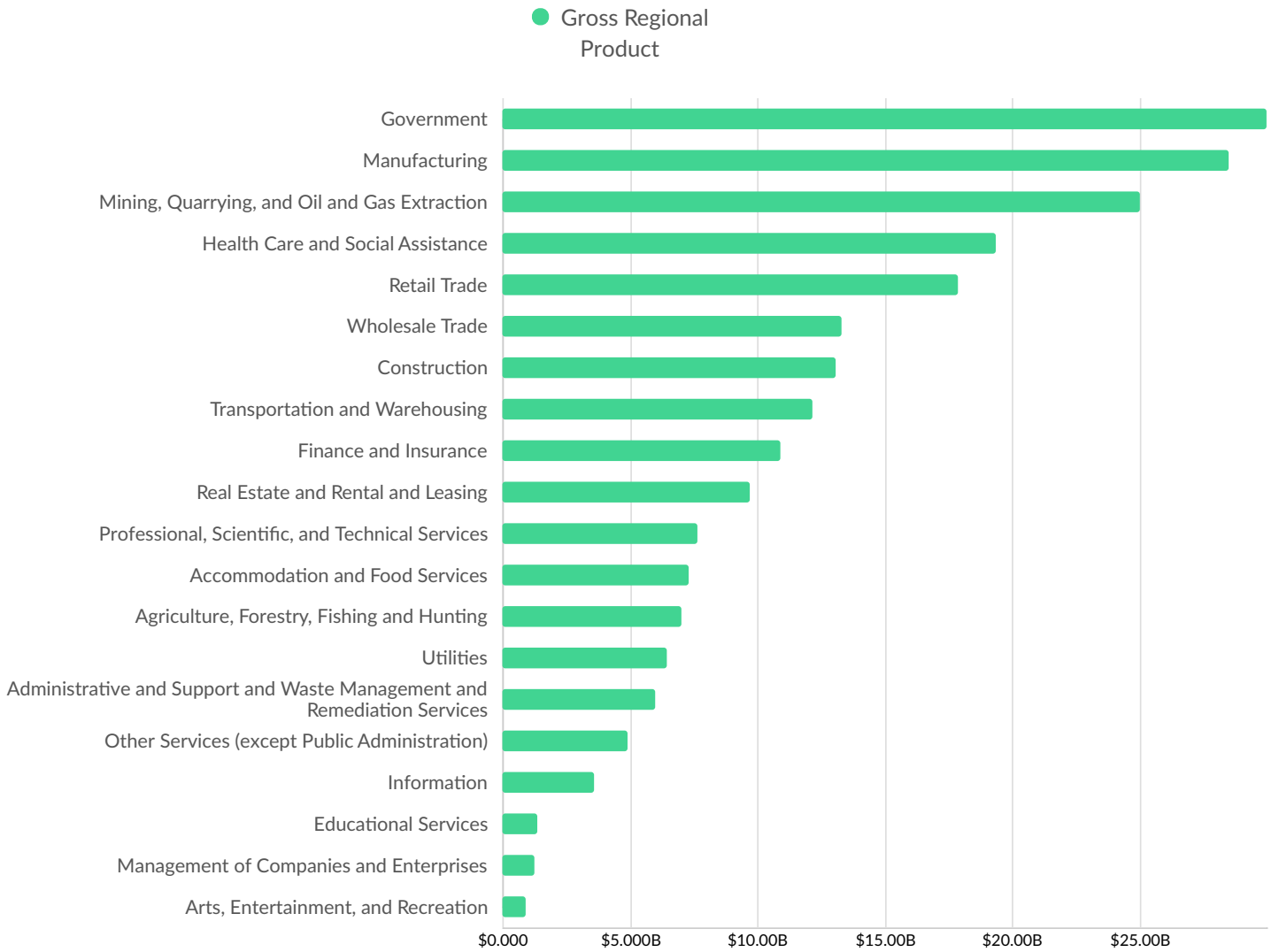
Top Growing Industries



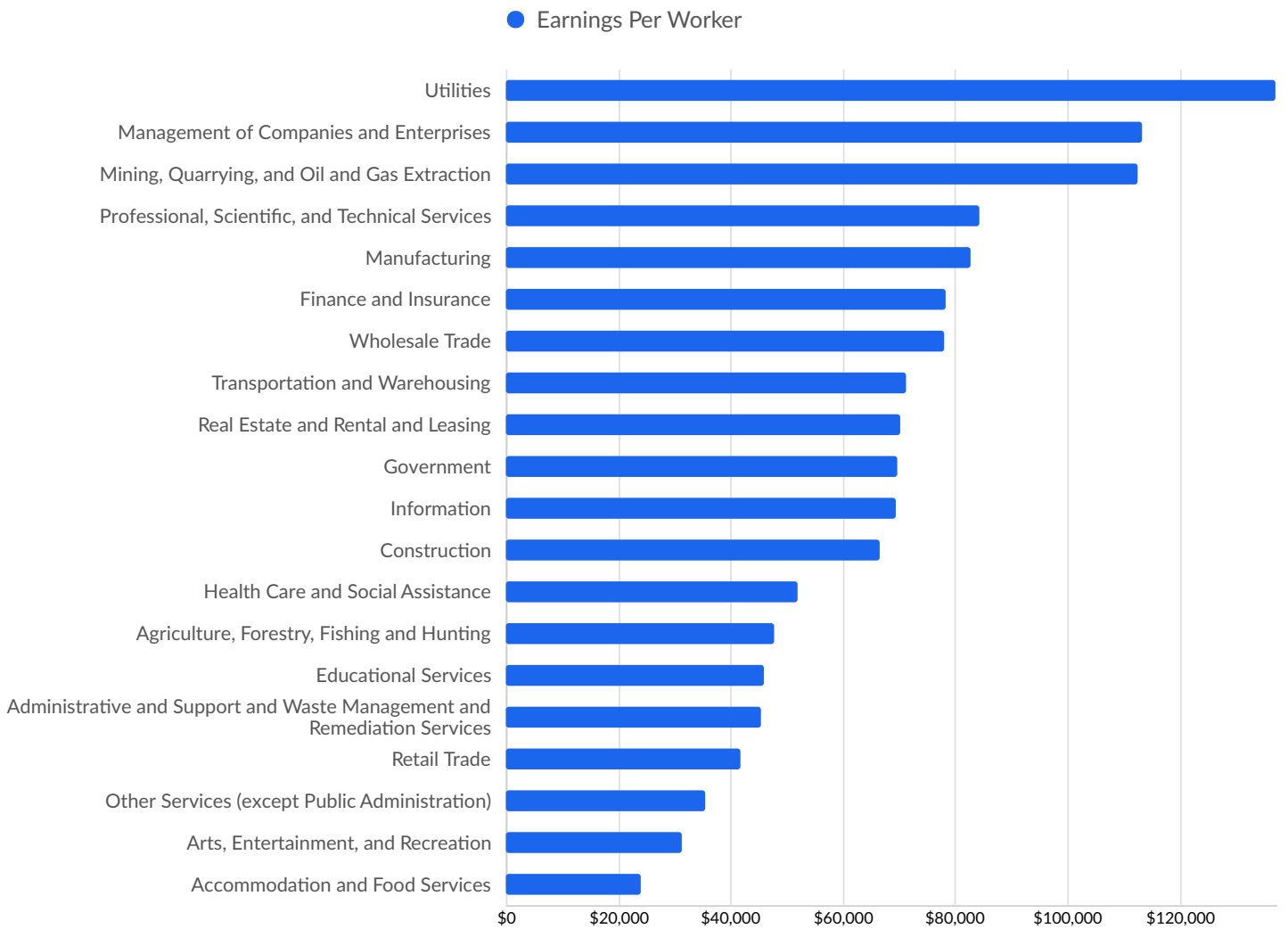
Top Industry Employment Concentration



Top Industry GRP























Top Industry Earnings



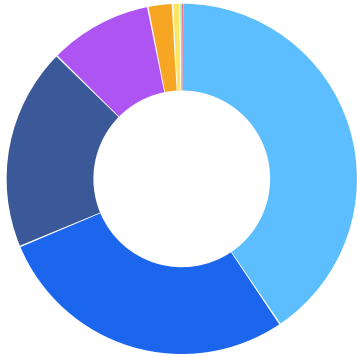
Business Characteristics

191,851 Companies Employ Your Workers

Online profiles for your workers mention 191,851 companies as employers, with the top 10 appearing below. In the last 12 months, 21,789 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
The University of Texas System	6,584 	CHRISTUS Health	7,696 
Texas A&M University	6,024 	The University of Texas System	3,153 
United States Air Force	5,599 	Walmart	2,785 
State Of Texas	5,315 	State Of Texas	2,662 
Walmart	5,174 	HCA Healthcare	2,323 
H-E-B	3,948 	Aveanna Healthcare	2,150 
United States Army	3,810 	Dollar General	2,056 
CHRISTUS Health	2,182 	Brookshire Grocery Company	1,916 
Bisd	2,061 	Texas A&M University	1,637 
United States Navy	2,059 	Touchstone Communities	1,500 

Business Size

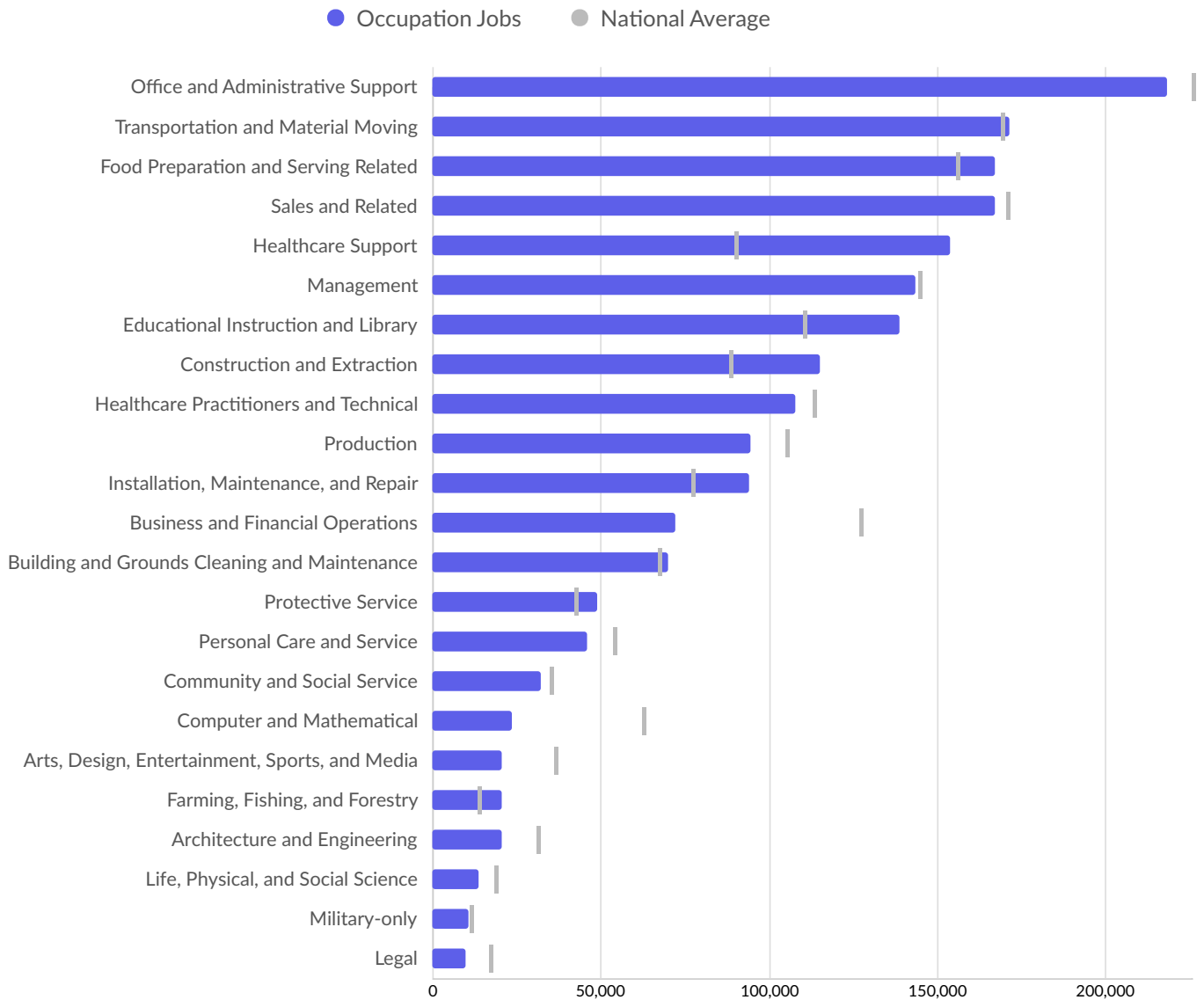


	Percentage	Business Count
● 1 to 4 employees	40.5%	73,107
● 5 to 9 employees	28.2%	50,869
● 10 to 19 employees	18.7%	33,728
● 20 to 49 employees	9.5%	17,197
● 50 to 99 employees	2.3%	4,080
● 100 to 249 employees	0.7%	1,216
● 250 to 499 employees	0.2%	361
● 500+ employees	0.0%	86

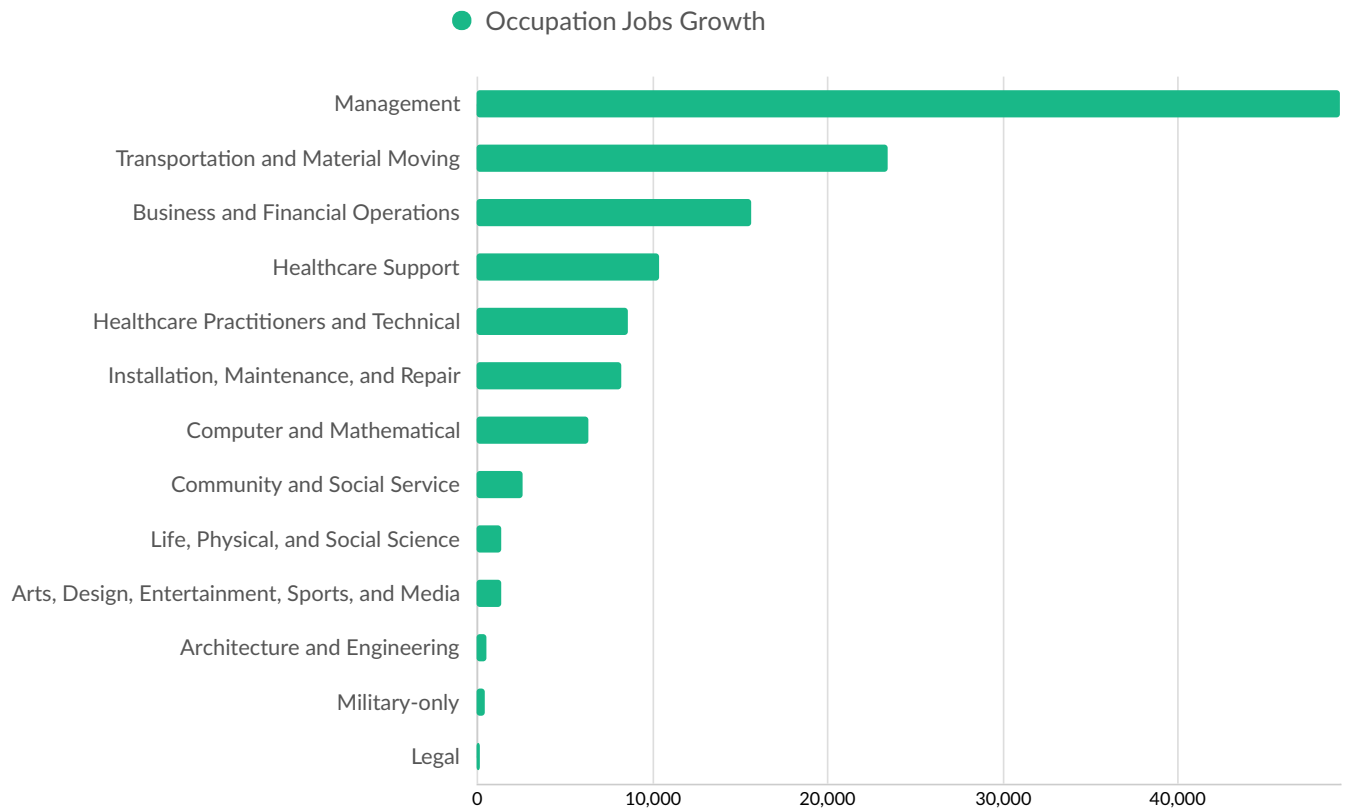
*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the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

Workforce Characteristics

Largest Occupations



Top Growing Occupations

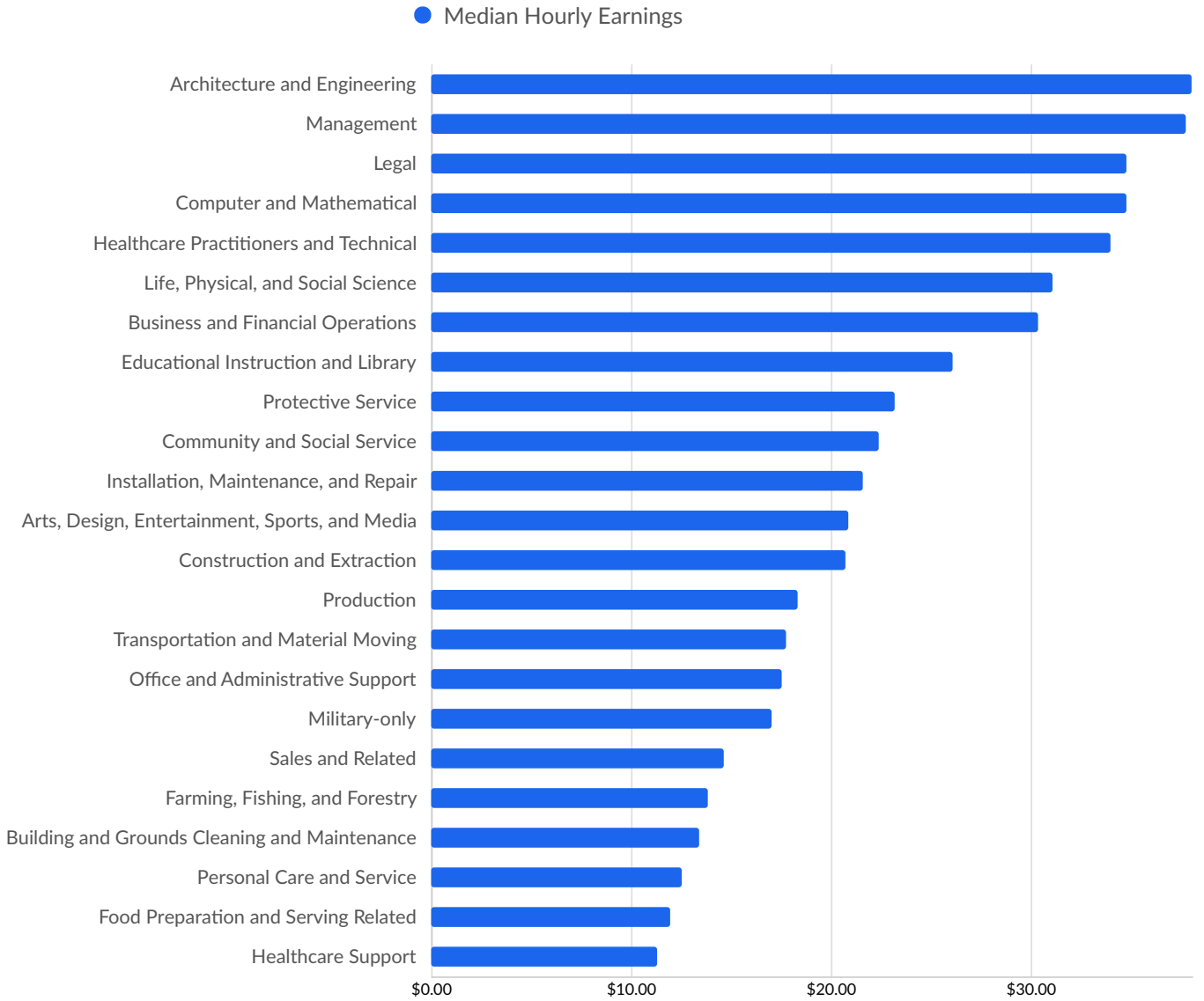


Top Occupation Employment Concentration

● Occupation Employment Concentration

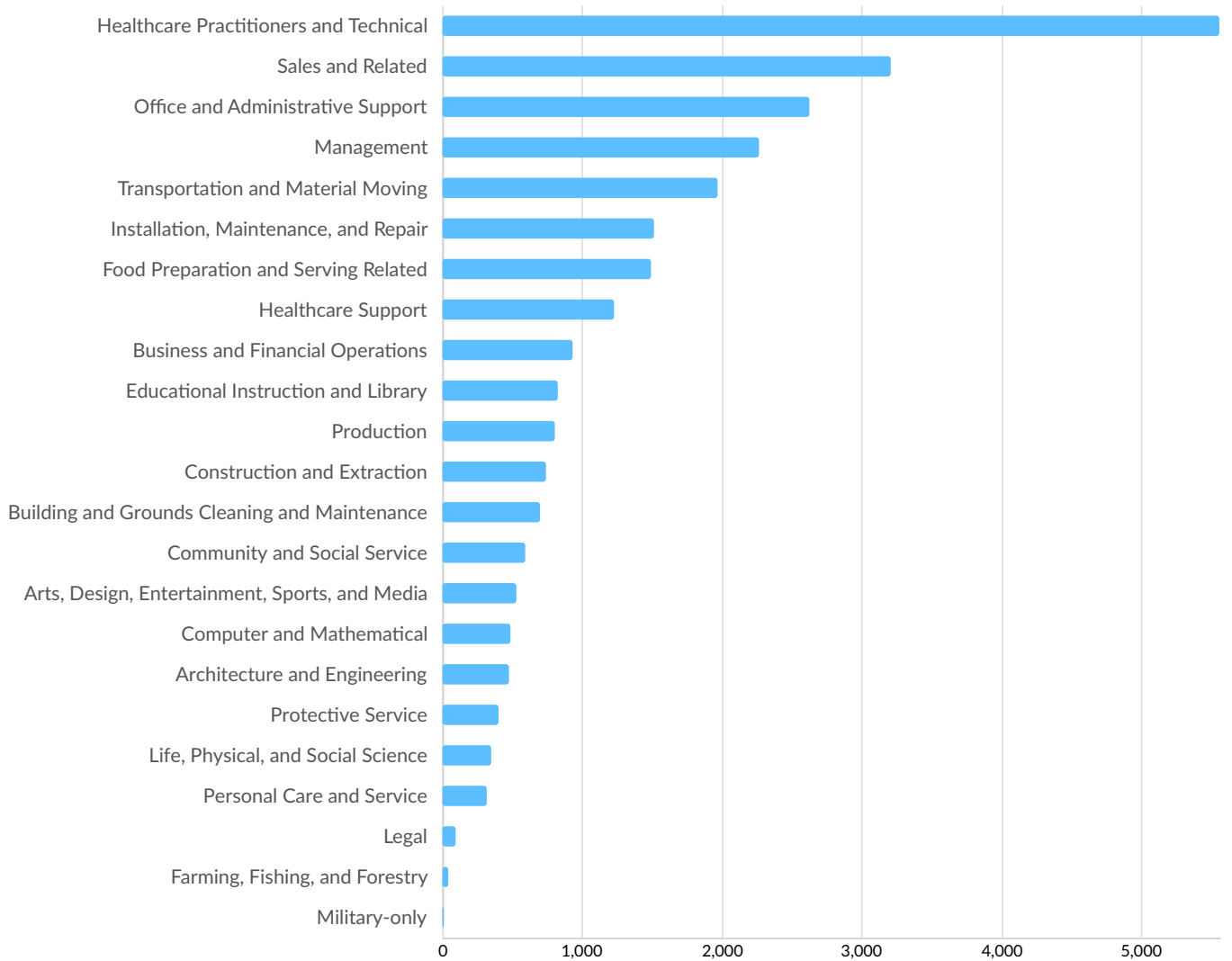


Top Occupation Earnings

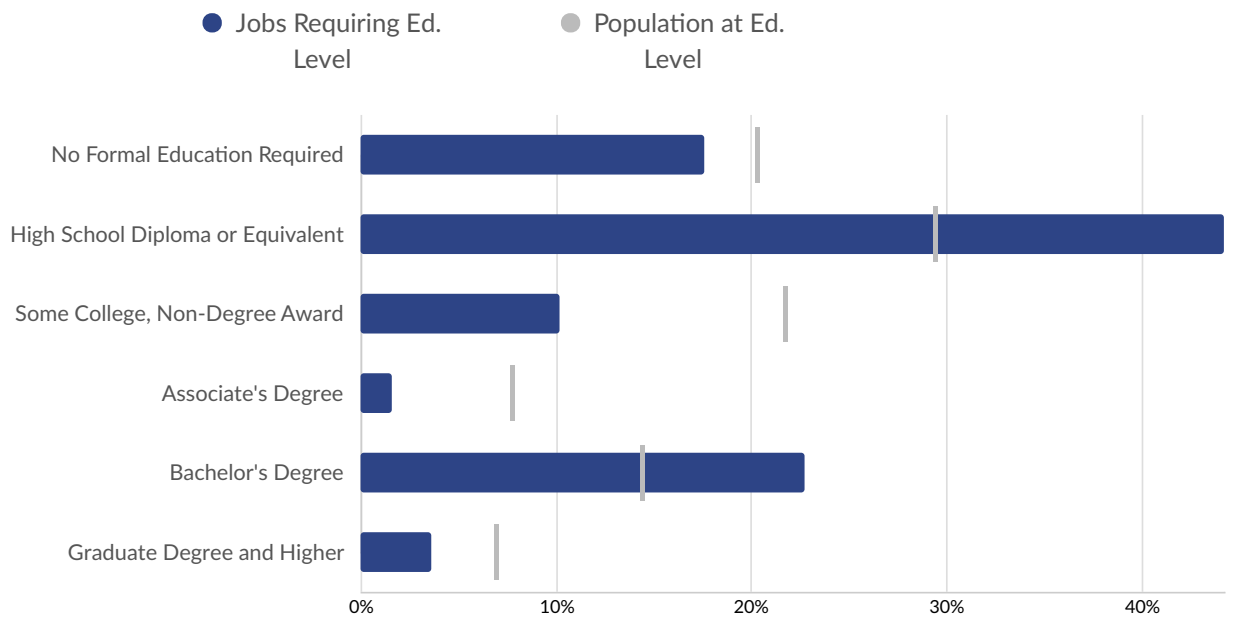


Top Posted Occupations

● Unique Average Monthly Postings

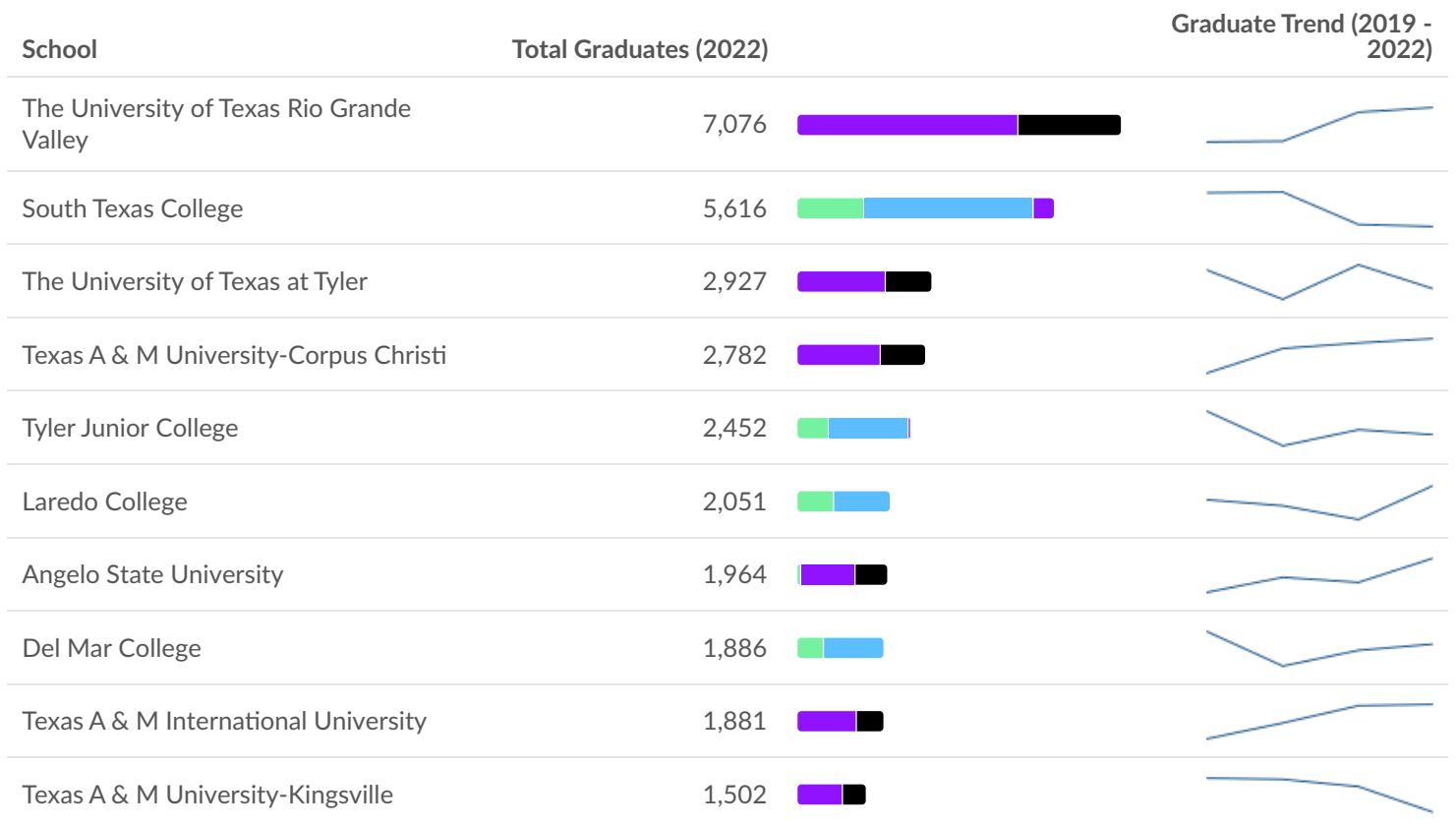


Underemployment

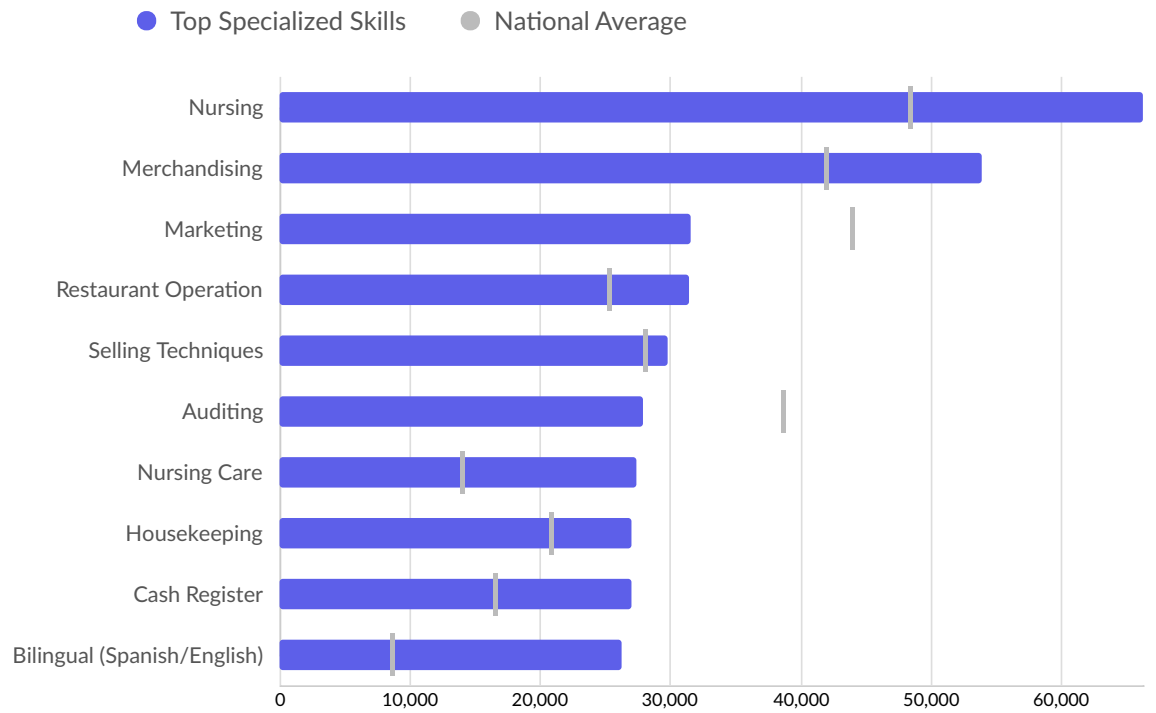


Educational Pipeline

In 2022, there were 52,252 graduates in AEP-Served Texas Counties (AEP Texas & SWEPCO). This pipeline has grown by 1% over the last 4 years. The highest share of these graduates come from "General Studies" (Associate's), "Business Administration and Management, General" (Master's or Higher), and "Welding Technology/Welder" (Certificate).



In-Demand Skills



Appendix A (Geographies)

Code	Description
48007	Aransas County, TX
48013	Atascosa 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
48055	Caldwell County, TX
48057	Calhoun County, TX
48059	Callahan County, TX

Code	Description
48061	Cameron County, TX
48063	Camp County, TX
48067	Cass County, TX
48075	Childress County, TX
48081	Coke County, TX
48083	Coleman County, TX
48087	Collingsworth County, TX
48089	Colorado County, TX
48095	Concho County, TX
48101	Cottle County, TX
48103	Crane County, TX
48105	Crockett County, TX

Code	Description
48123	DeWitt County, TX
48125	Dickens County, TX
48127	Dimmit County, TX
48129	Donley County, TX
48131	Duval County, TX
48133	Eastland County, TX
48137	Edwards County, TX
48151	Fisher County, TX
48155	Foard County, TX
48159	Franklin County, TX
48163	Frio County, TX
48171	Gillespie County, TX

Code	Description
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
48207	Haskell County, TX
48215	Hidalgo County, TX
48223	Hopkins County, TX
48235	Irion County, TX

Code	Description
48239	Jackson County, TX
48243	Jeff Davis County, TX
48247	Jim Hogg County, TX
48249	Jim Wells County, TX
48253	Jones County, TX
48255	Karnes County, TX
48261	Kenedy County, TX
48263	Kent County, TX
48267	Kimble County, TX
48269	King County, TX
48271	Kinney County, TX
48273	Kleberg County, TX

Code	Description
48275	Knox County, TX
48283	La Salle County, TX
48297	Live Oak County, TX
48307	McCulloch County, TX
48311	McMullen County, TX
48315	Marion County, TX
48319	Mason County, TX
48321	Matagorda County, TX
48323	Maverick County, TX
48325	Medina County, TX
48327	Menard County, TX
48343	Morris County, TX

Code	Description
48345	Motley County, TX
48353	Nolan County, TX
48355	Nueces County, TX
48365	Panola County, TX
48371	Pecos County, TX
48377	Presidio County, TX
48379	Rains County, TX
48383	Reagan County, TX
48385	Real County, TX
48387	Red River County, TX
48389	Reeves County, TX
48391	Refugio County, TX

Code	Description
48399	Runnels County, TX
48401	Rusk County, TX
48409	San Patricio County, TX
48413	Schleicher County, TX
48417	Shackelford County, TX
48419	Shelby County, TX
48423	Smith County, TX
48427	Starr County, TX
48429	Stephens County, TX
48431	Sterling County, TX
48433	Stonewall County, TX
48435	Sutton County, TX

Code	Description	Code	Description
48441	Taylor County, TX	48479	Webb County, TX
48447	Throckmorton County, TX	48481	Wharton County, TX
48449	Titus County, TX	48483	Wheeler County, TX
48451	Tom Green County, TX	48487	Wilbarger County, TX
48459	Upshur County, TX	48489	Willacy County, TX
48461	Upton County, TX	48493	Wilson County, TX
48463	Uvalde County, TX	48499	Wood County, TX
48465	Val Verde County, TX	48505	Zapata County, TX
48467	Van Zandt County, TX	48507	Zavala County, TX
48469	Victoria County, TX		