

Appalachian Power Company-Served Tennessee Counties



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Report Parameters

4 Counties

47073	Hawkins County, TN	47163	Sullivan County, TN
47091	Johnson County, TN	47179	Washington County, TN

Class of Worker

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

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

Economy Overview

383,644

Population (2025)

Population **grew by 17,460** over the last 5 years and is projected to **grow by 13,951** over the next 5 years.

169,463

Total Regional Employment

Jobs **grew by 10,084** over the last 5 years and are projected to **grow by 7,589** over the next 5 years.

\$73.5K

Avg. Earnings Per Job (2025)

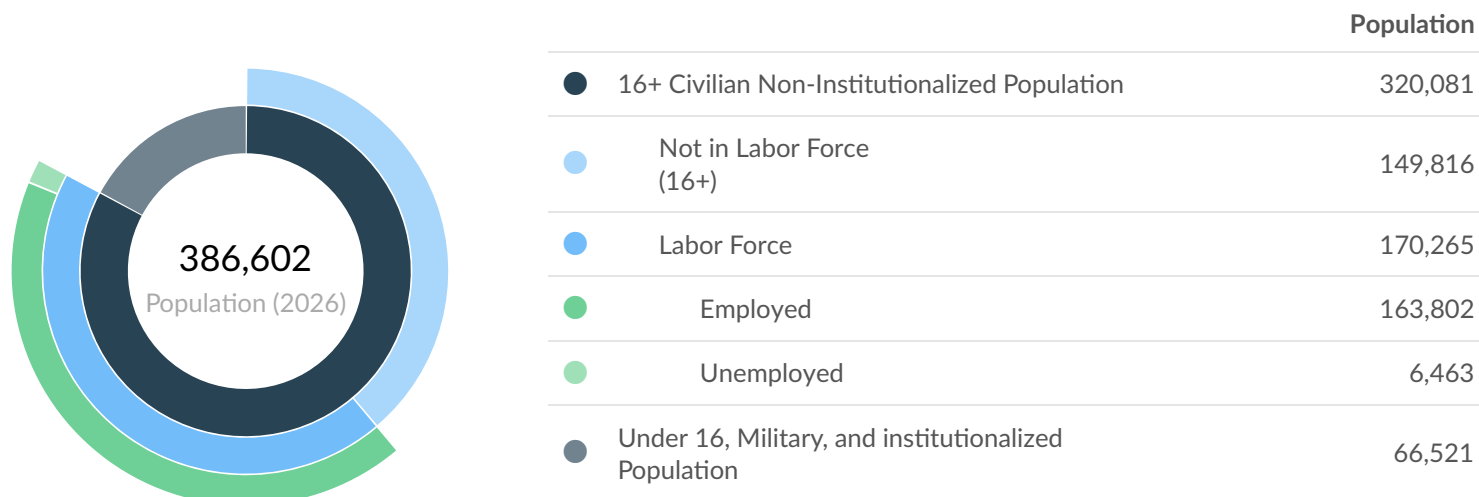
Regional average earnings per job are **\$17.1K below** the national average earnings of \$90.6K per job.

Takeaways

- As of 2025 the region's population **increased by 4.8%** since 2020, growing by 17,460. Population is expected to **increase by 3.6%** between 2025 and 2030, adding 13,951.
- From 2020 to 2025, jobs **increased by 6.3%** in Appalachian Power Company-Served Tennessee Counties from 159,379 to **169,463**. This change **fell short of the national growth rate of 10.7% by 4.4%**. As the number of jobs increased, the **labor force participation rate decreased from 54.9% to 54.4% between 2020 and 2025**.
- Concerning educational attainment, **17.5% of the selected regions' residents possess a Bachelor's Degree** (4.4% below the national average), and **8.9% hold an Associate's Degree** (0.0% above the national average).
- The top three industries in 2025 are Restaurants and Other Eating Places, Resin, Synthetic Rubber, and Artificial and Synthetic Fibers and Filaments Manufacturing, and Education and Hospitals (Local Government).

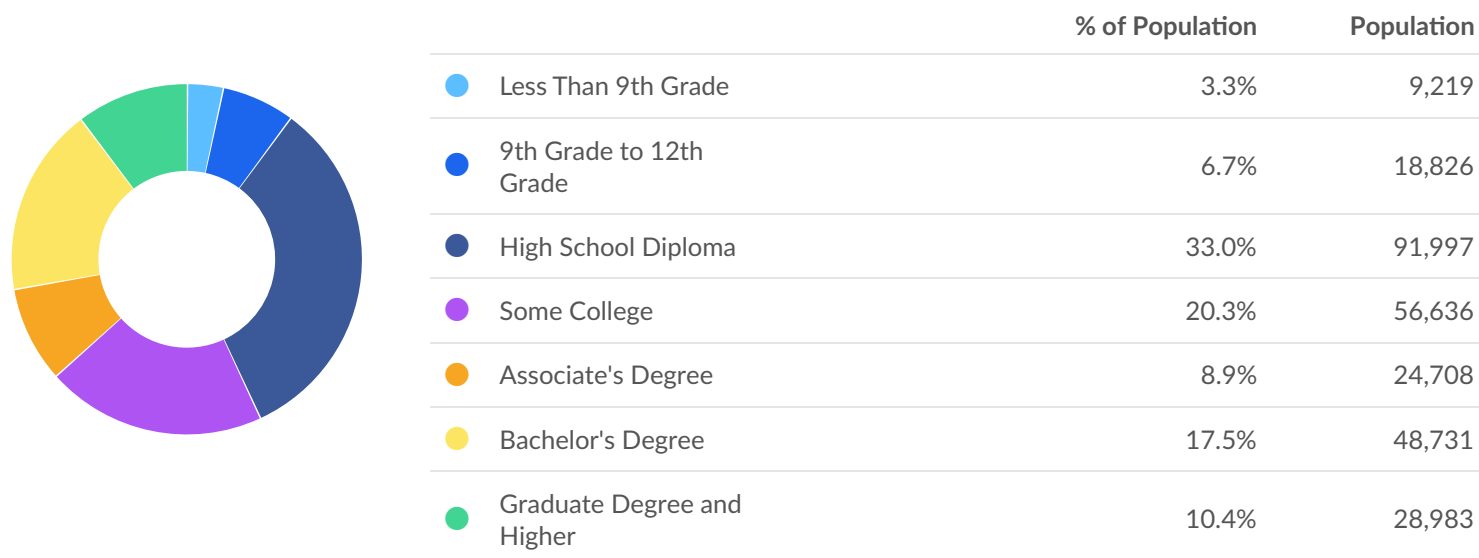
	Population (2026)	Labor Force (Jun 2026)	Jobs (2025)	Cost of Living	GRP	Imports	Exports
Region	386,602	170,265	169,463	92.1	\$25.12B	\$28.18B	\$32.26B
State	7,371,546	3,504,926	3,692,796	92.3	\$592.06B	\$466.21B	\$589.88B

Jun 2026 Labor Force Breakdown



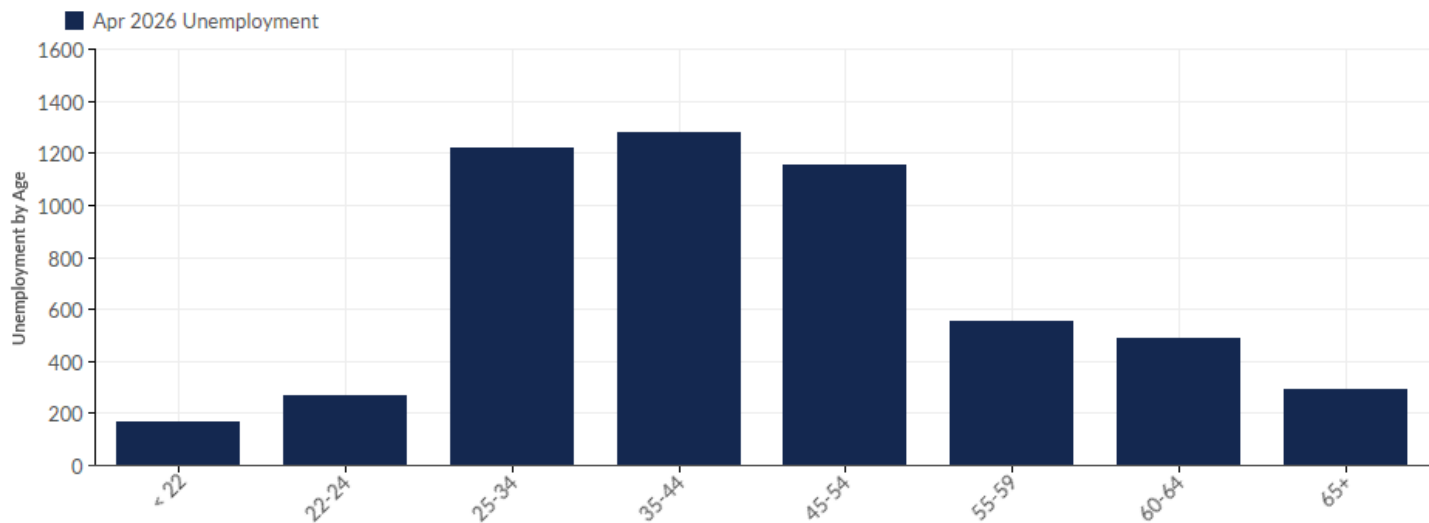
Educational Attainment

Concerning educational attainment, **17.5% of the selected regions' residents possess a Bachelor's Degree** (4.4% below the national average), and **8.9% hold an Associate's Degree** (0.0% above the national average).



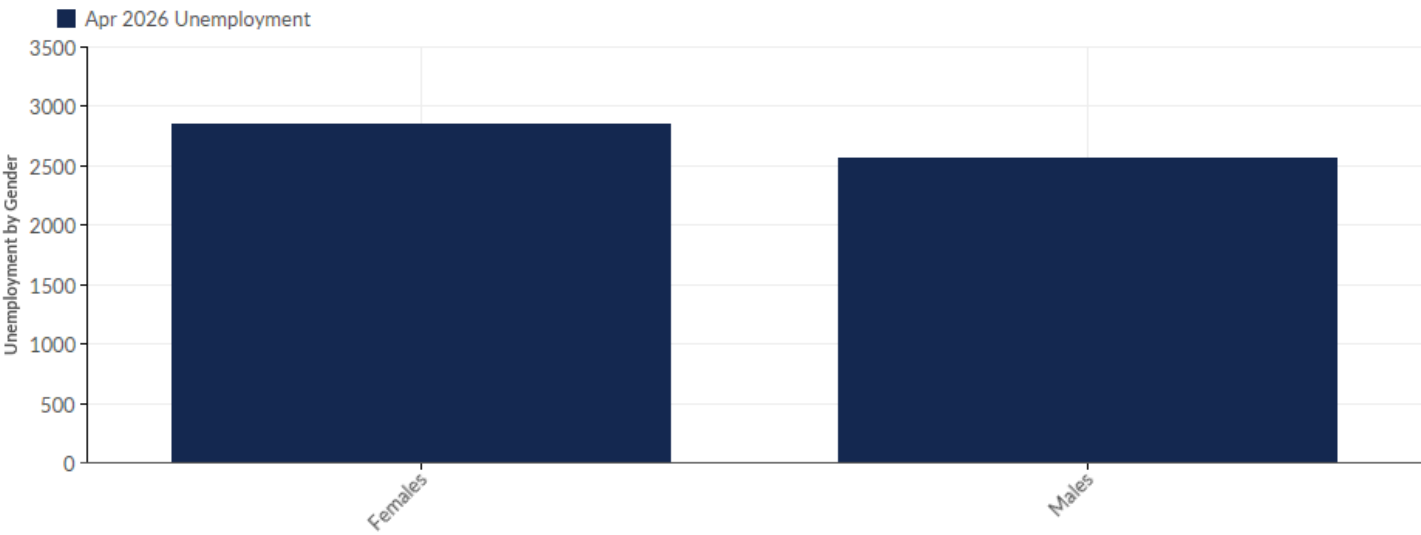
Unemployment by Demographics

Unemployment by Age



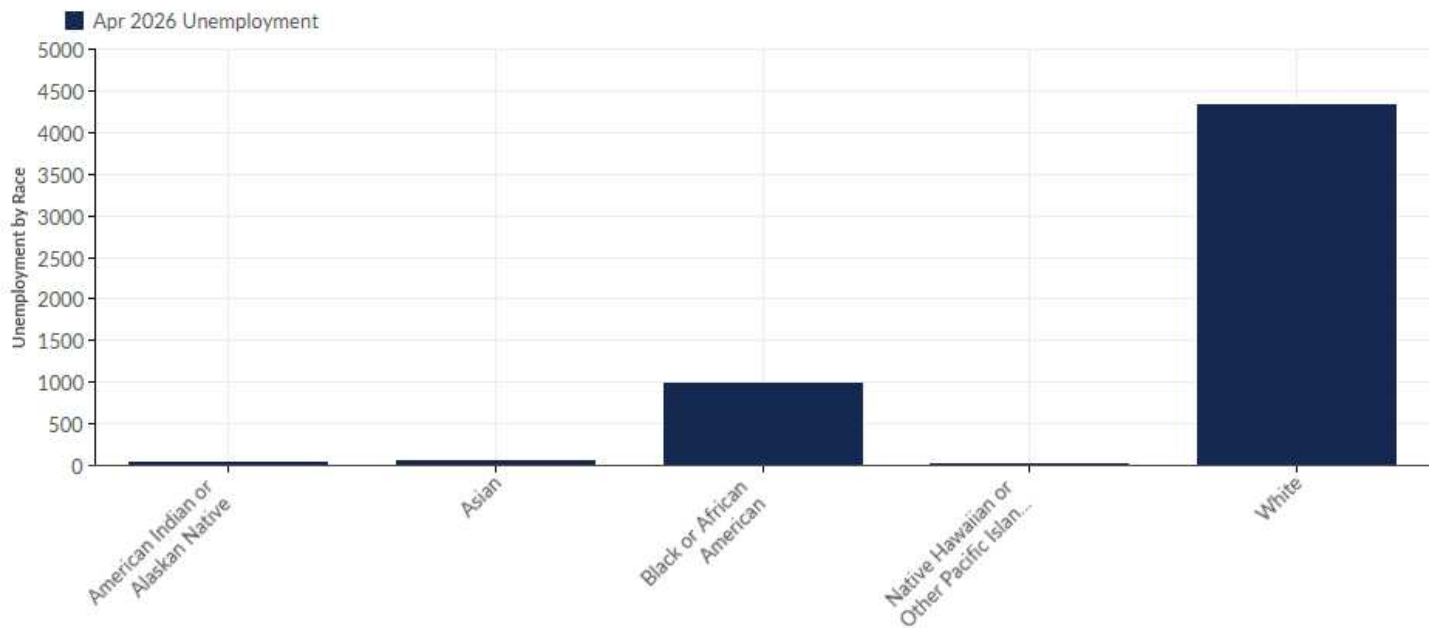
Age	Unemployment (Apr 2026)	% of Unemployed
< 22	164	3.03%
22-24	267	4.93%
25-34	1,220	22.53%
35-44	1,280	23.64%
45-54	1,152	21.27%
55-59	553	10.21%
60-64	487	8.99%
65+	292	5.39%
Total	5,415	100.00%

Unemployment by Gender



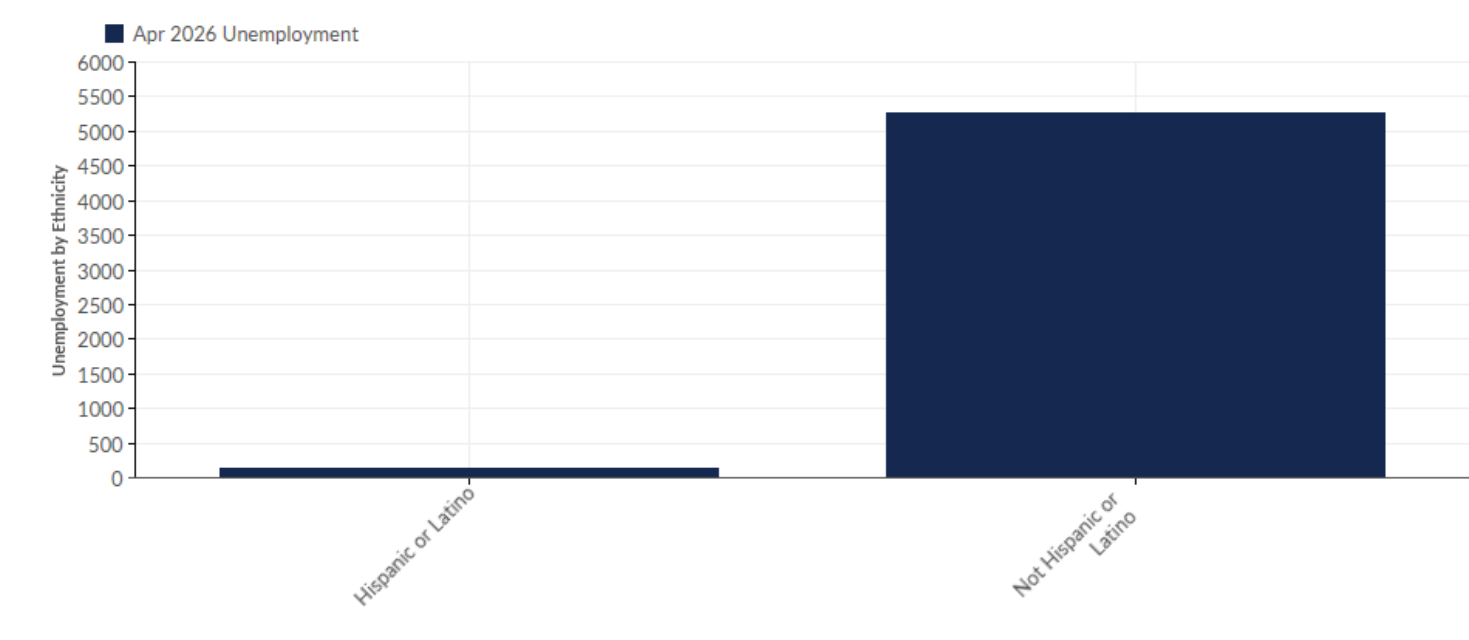
Gender	Unemployment (Apr 2026)	% of Unemployed
Females	2,852	52.67%
Males	2,563	47.33%
Total	5,415	100.00%

Unemployment by Race



Race	Unemployment (Apr 2026)	% of Unemployed
American Indian or Alaskan Native	33	0.61%
Asian	51	0.94%
Black or African American	994	18.36%
Native Hawaiian or Other Pacific Islander	10	0.18%
White	4,327	79.91%
Total	5,415	100.00%

Unemployment by Ethnicity

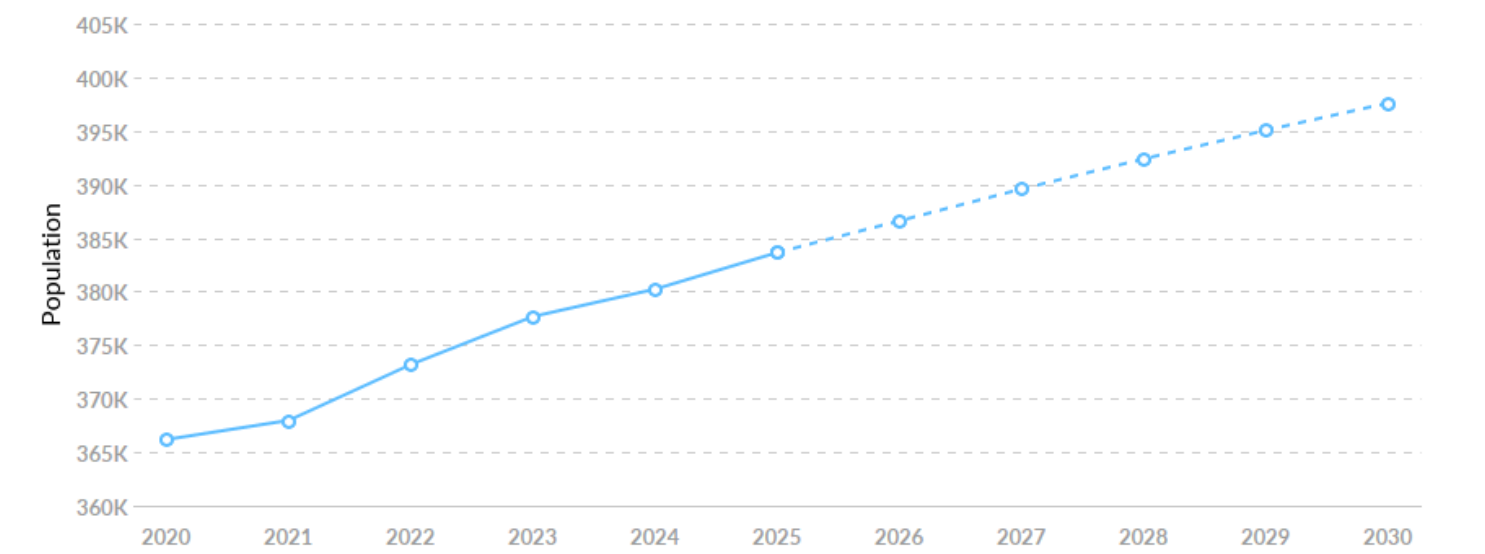


Ethnicity	Unemployment (Apr 2026)	% of Unemployed
Hispanic or Latino	145	2.68%
Not Hispanic or Latino	5,270	97.32%
Total	5,415	100.00%

Historic & Projected Trends

Population Trends

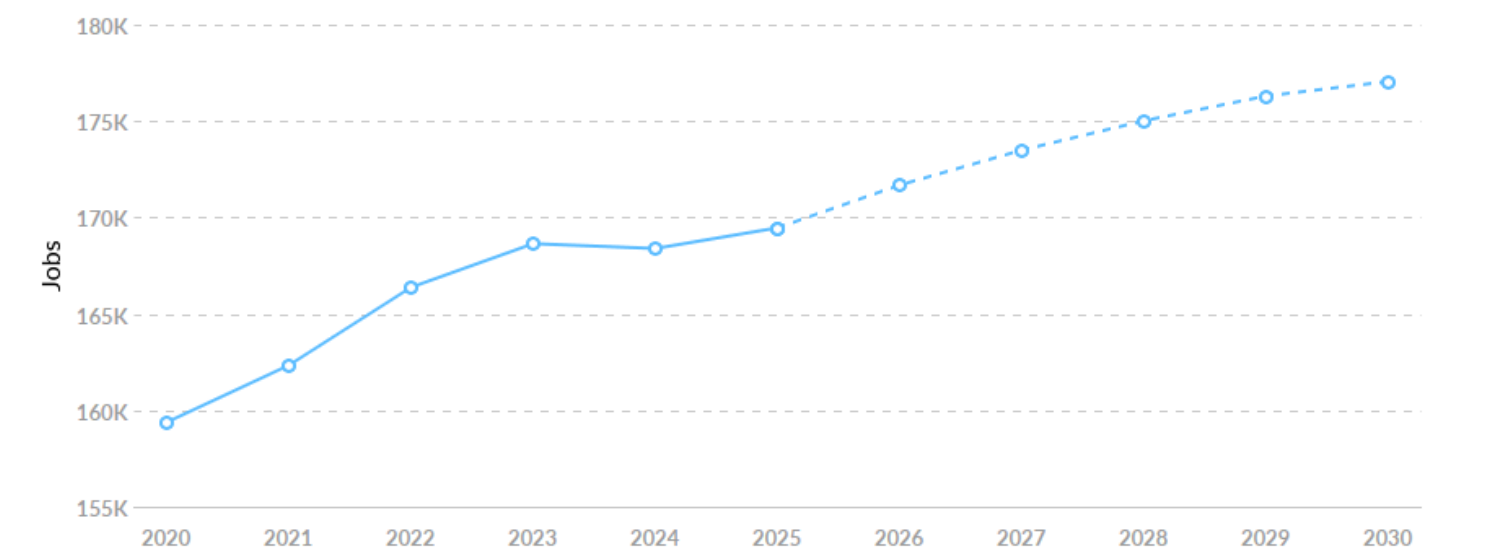
As of 2025 the region's population **increased by 4.8%** since 2020, growing by 17,460. Population is expected to **increase by 3.6%** between 2025 and 2030, adding 13,951.



Timeframe	Population
2020	366,184
2021	367,968
2022	373,189
2023	377,666
2024	380,222
2025	383,644
2026	386,602
2027	389,571
2028	392,385
2029	395,053
2030	397,596

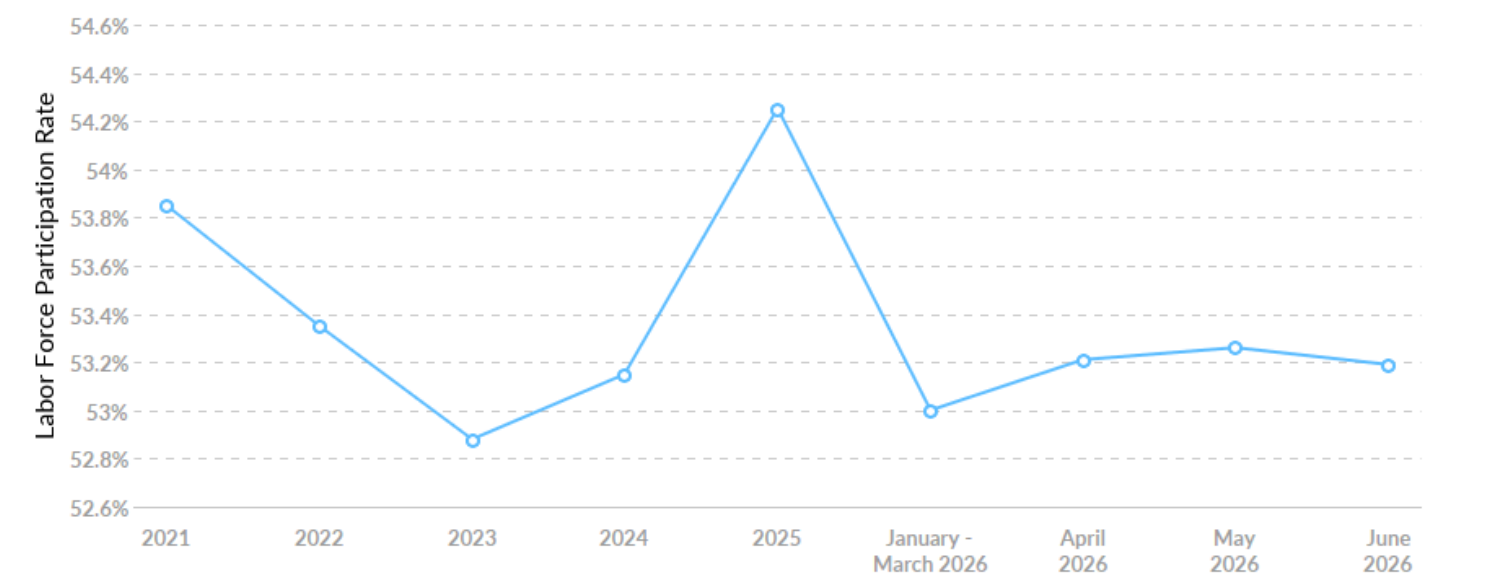
Job Trends

From 2020 to 2025, jobs **increased by 6.3%** in Appalachian Power Company-Served Tennessee Counties from 159,379 to **169,463**. This change **fell short of the national growth rate of 10.7%** by 4.4%.



Timeframe	Jobs
2020	159,379
2021	162,336
2022	166,377
2023	168,642
2024	168,392
2025	169,463
2026	171,682
2027	173,493
2028	175,016
2029	176,302
2030	177,052

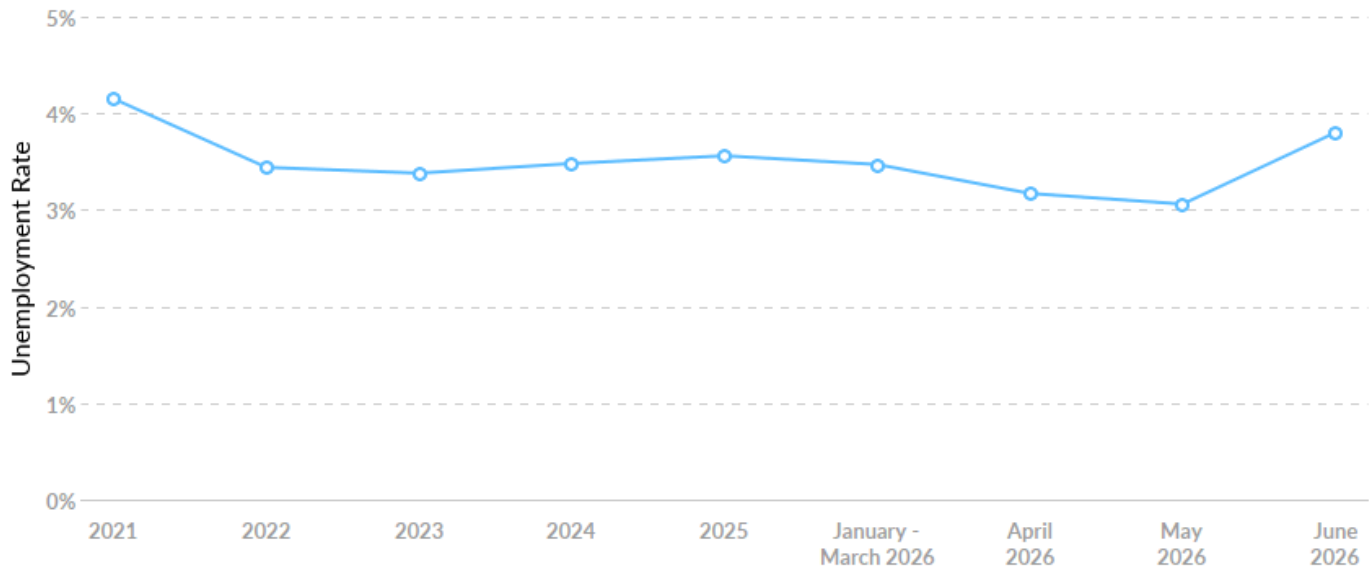
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2021	53.85%
2022	53.35%
2023	52.88%
2024	53.15%
2025	54.25%
January - March 2026	53.00%
April 2026	53.21%
May 2026	53.26%
June 2026	53.19%

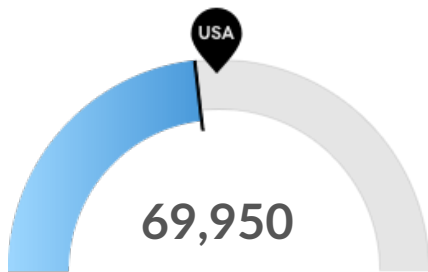
Unemployment Rate Trends

Your areas had a June 2026 unemployment rate of 3.80%, **decreasing from 4.15%** 5 years before.



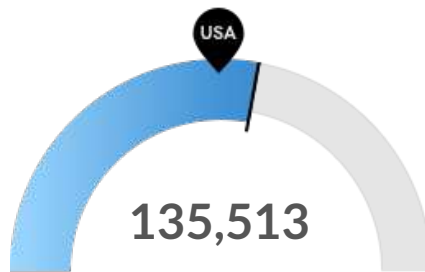
Timeframe	Unemployment Rate
2021	4.15%
2022	3.44%
2023	3.38%
2024	3.48%
2025	3.56%
January - March 2026	3.47%
April 2026	3.17%
May 2026	3.06%
June 2026	3.80%

Population Characteristics



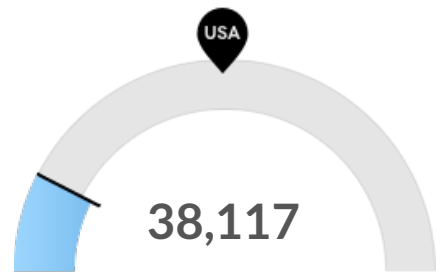
Millennials

Your area has 69,950 millennials (ages 25-39). The national average for an area this size is 77,835.



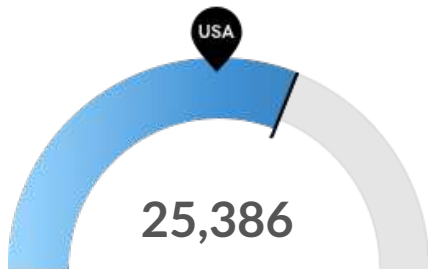
Retiring Soon

Retirement risk is high in your area. The national average for an area this size is 114,970 people 55 or older, while there are 135,513 here.



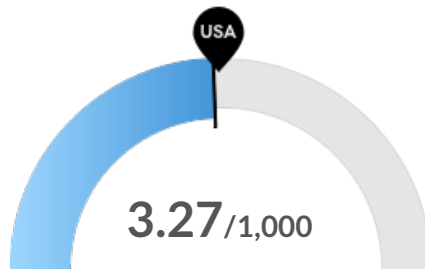
Racial Diversity

Racial diversity is low in your area. The national average for an area this size is 161,740 racially diverse people, while there are 38,117 here.



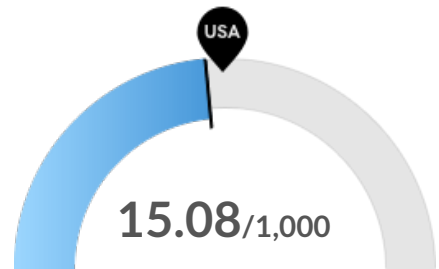
Veterans

Your area has 25,386 veterans. The national average for an area this size is 18,095.



Violent Crime

Your area has 3.27 violent crimes per 1,000 people. The national rate is 3.38 per 1,000 people.

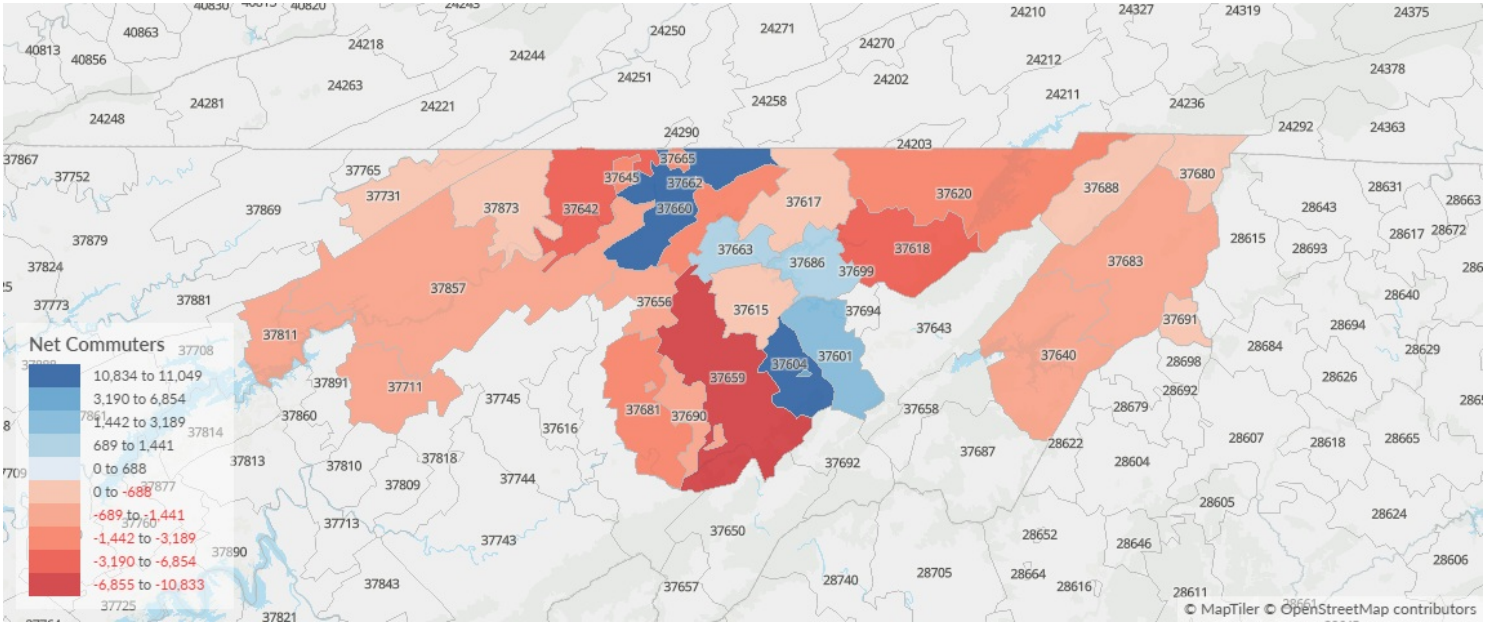


Property Crime

Your area has 15.08 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 #2 for resident workers. The top ZIP for resident workers is 37620.



Where Talent Works

ZIP	Name	2025 Employment
37660	Kingsport, TN (in Sullivan c...	28,383
37604	Johnson City, TN (in Wa...	27,105
37601	Johnson City, TN (in Wa...	19,271
37620	Bristol, TN (in Sullivan c...	16,750
37664	Kingsport, TN (in Sullivan...	10,467

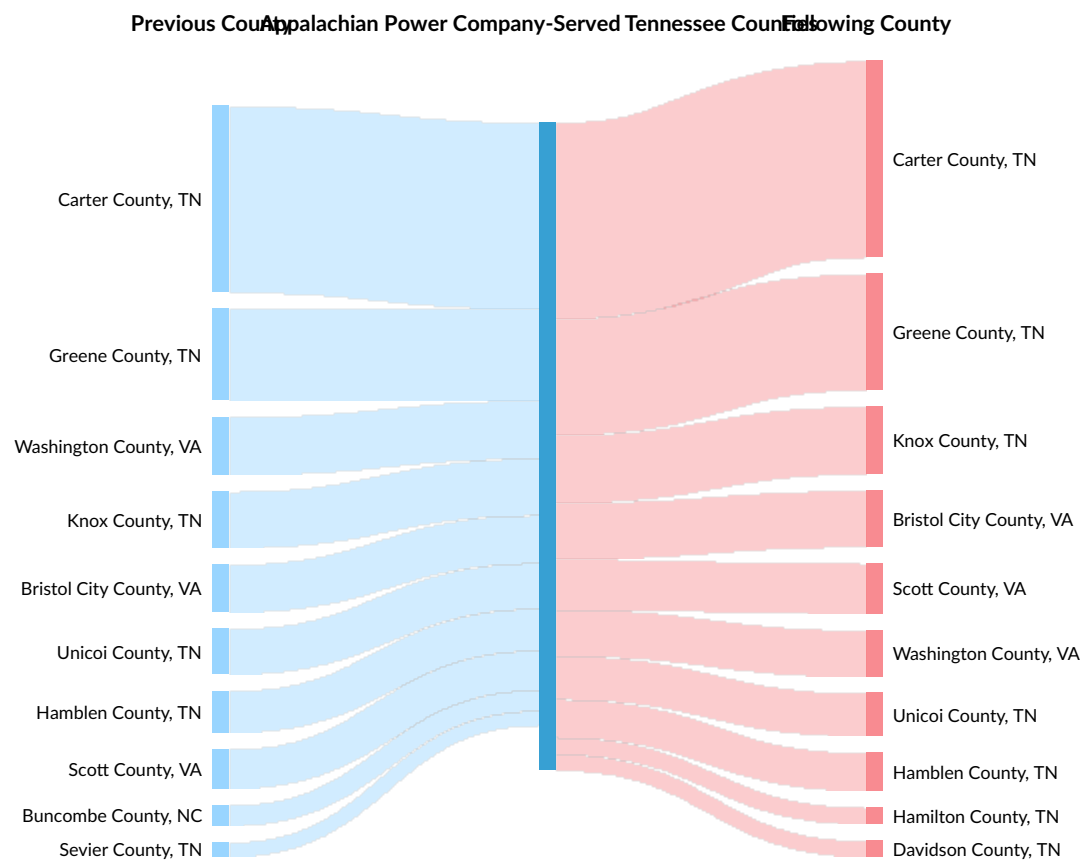
Where Talent Lives

ZIP	Name	2025 Workers
37620	Bristol, TN (in Sullivan c...	18,457
37660	Kingsport, TN (in Sullivan...	17,333
37601	Johnson City, TN (in Wa...	17,142
37604	Johnson City, TN (in Wa...	16,271
37659	Jonesborough, TN (in W...	12,932

Inbound and Outbound Migration

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

As of 2023, 1,281 people have migrated from Carter County, TN to Appalachian Power Company-Served Tennessee Counties. In the same year, 1,349 people left Appalachian Power Company-Served Tennessee Counties migrating to Carter County, TN. The total Net Migration for Appalachian Power Company-Served Tennessee Counties in 2023 was 3,317.



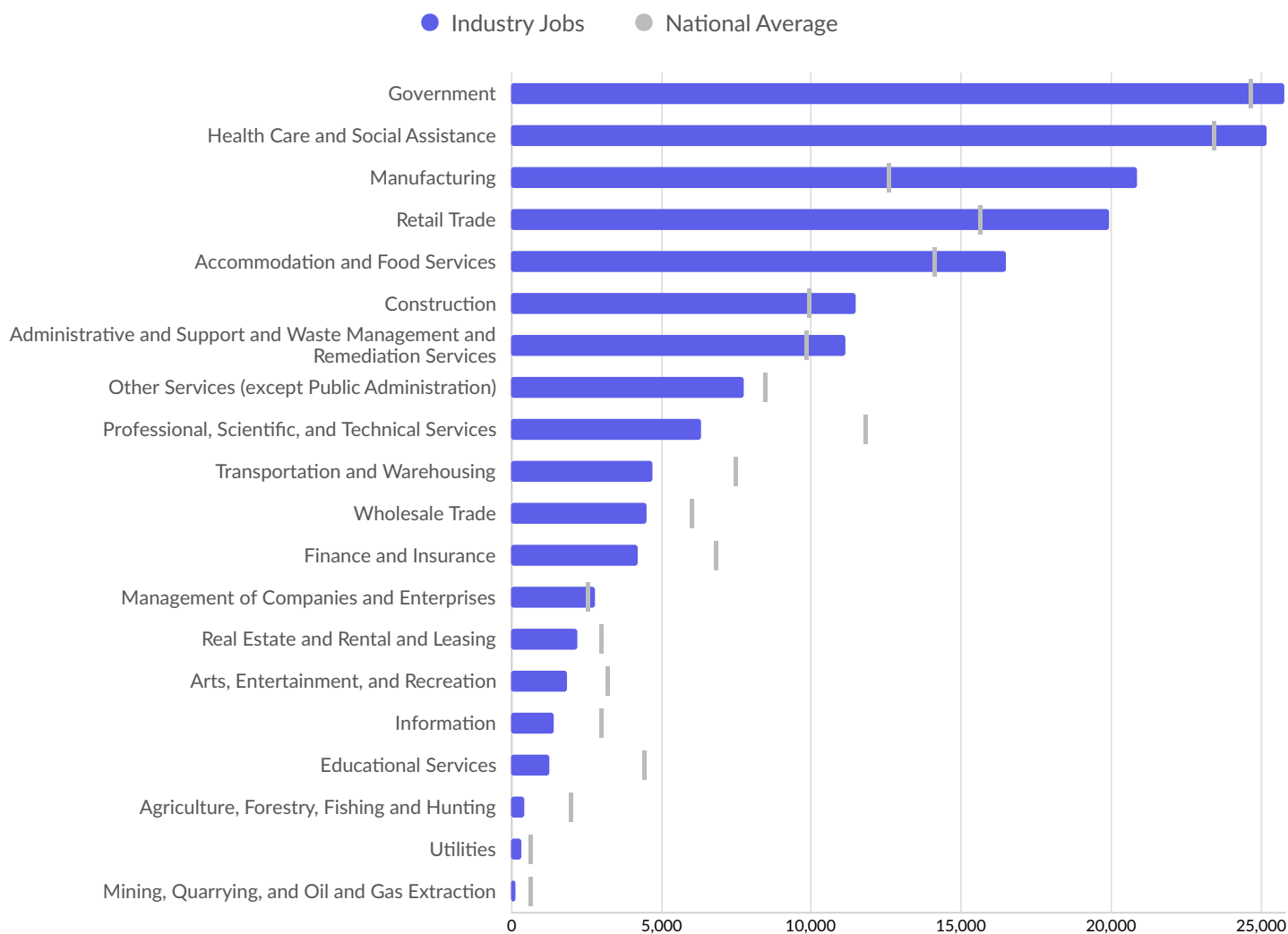
Top Previous Counties	Migrations
Carter County, TN	1,281
Greene County, TN	631
Washington County, VA	398
Knox County, TN	389
Bristol City County, VA	329

Top Previous Counties	Migrations
Unicoi County, TN	314
Hamblen County, TN	287
Scott County, VA	272
Buncombe County, NC	141
Sevier County, TN	101
Davidson County, TN	97
Jefferson County, TN	96
Grainger County, TN	91
San Diego County, CA	87
Palm Beach County, FL	87
Top Following Counties	Migrations
Carter County, TN	1,349
Greene County, TN	799
Knox County, TN	465
Bristol City County, VA	387
Scott County, VA	346
Washington County, VA	320
Unicoi County, TN	297
Hamblen County, TN	262
Hamilton County, TN	116
Davidson County, TN	111
Buncombe County, NC	98
Madison County, AL	92
Christian County, KY	86
Grainger County, TN	80

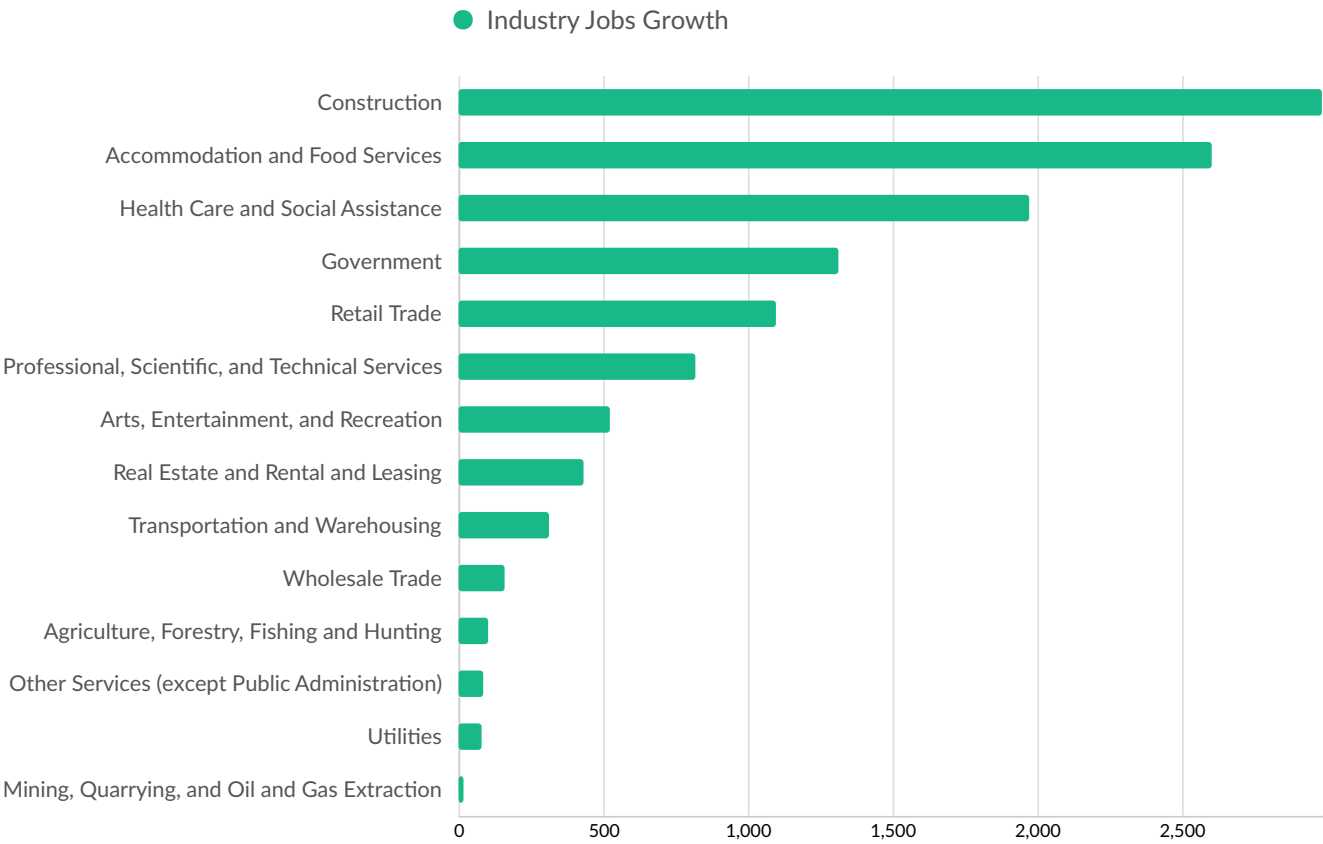
Top Following Counties	Migrations
Montgomery County, TN	76

Industry Characteristics

Largest Industries



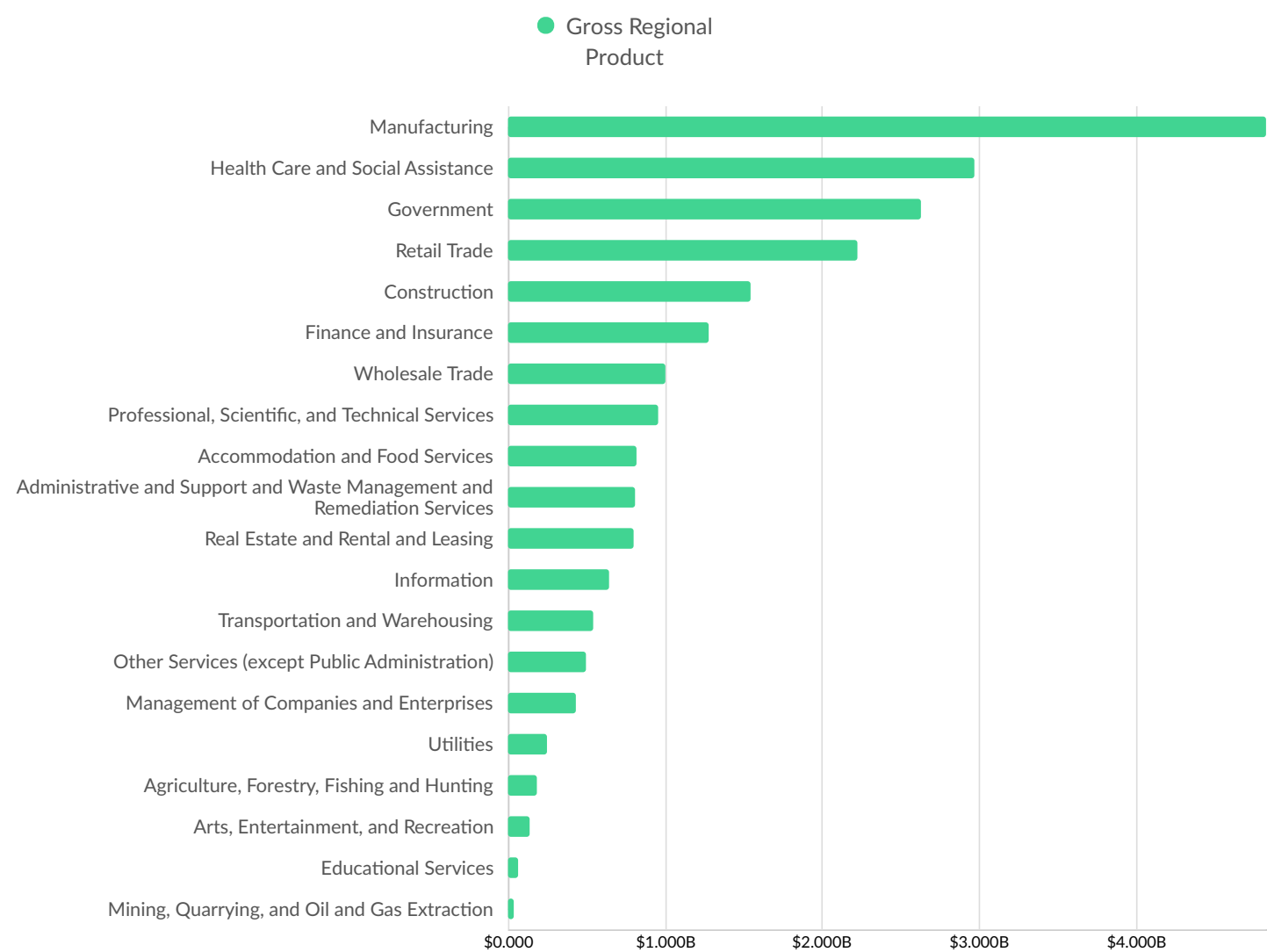
Top Growing Industries



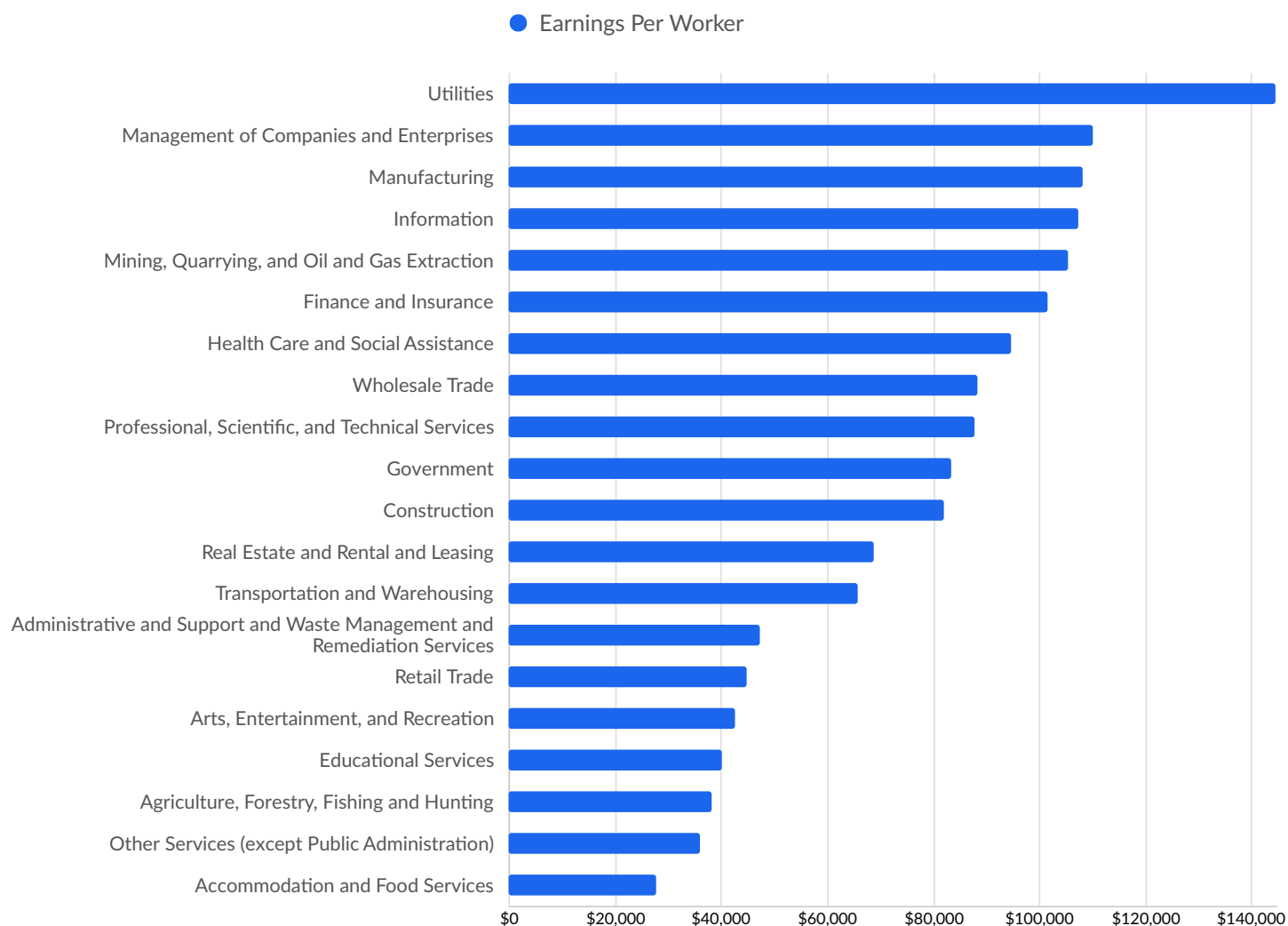
Top Industry Employment Concentration



Top Industry GRP



Top Industry Earnings



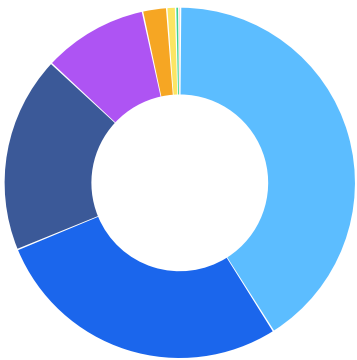
Business Characteristics

29,249 Companies Employ Your Workers

Online profiles for your workers mention 29,249 companies as employers, with the top 10 appearing below. In the last 12 months, 3,282 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Eastman Chemical	4,044 	Bell Canada	824 
East Tennessee State University	3,654 	K-Va-T Food Stores	745 
Ballad Health	2,600 	Ballad Health	720 
Mountain States Health Alliance	1,212 	Food City	450 
Wellmont Health System	951 	East Tennessee State University	419 
United States Department of Ve...	729 	GPM Investments	360 
State of Tennessee	704 	Eastman Chemical	270 
Advanced Call Center Technolog...	644 	Walmart	247 
Food City / Kvat Foods	630 	Walgreens Boots Alliance	239 
Citigroup	619 	James H Quillen Va Medical Cen...	221 

Business Size

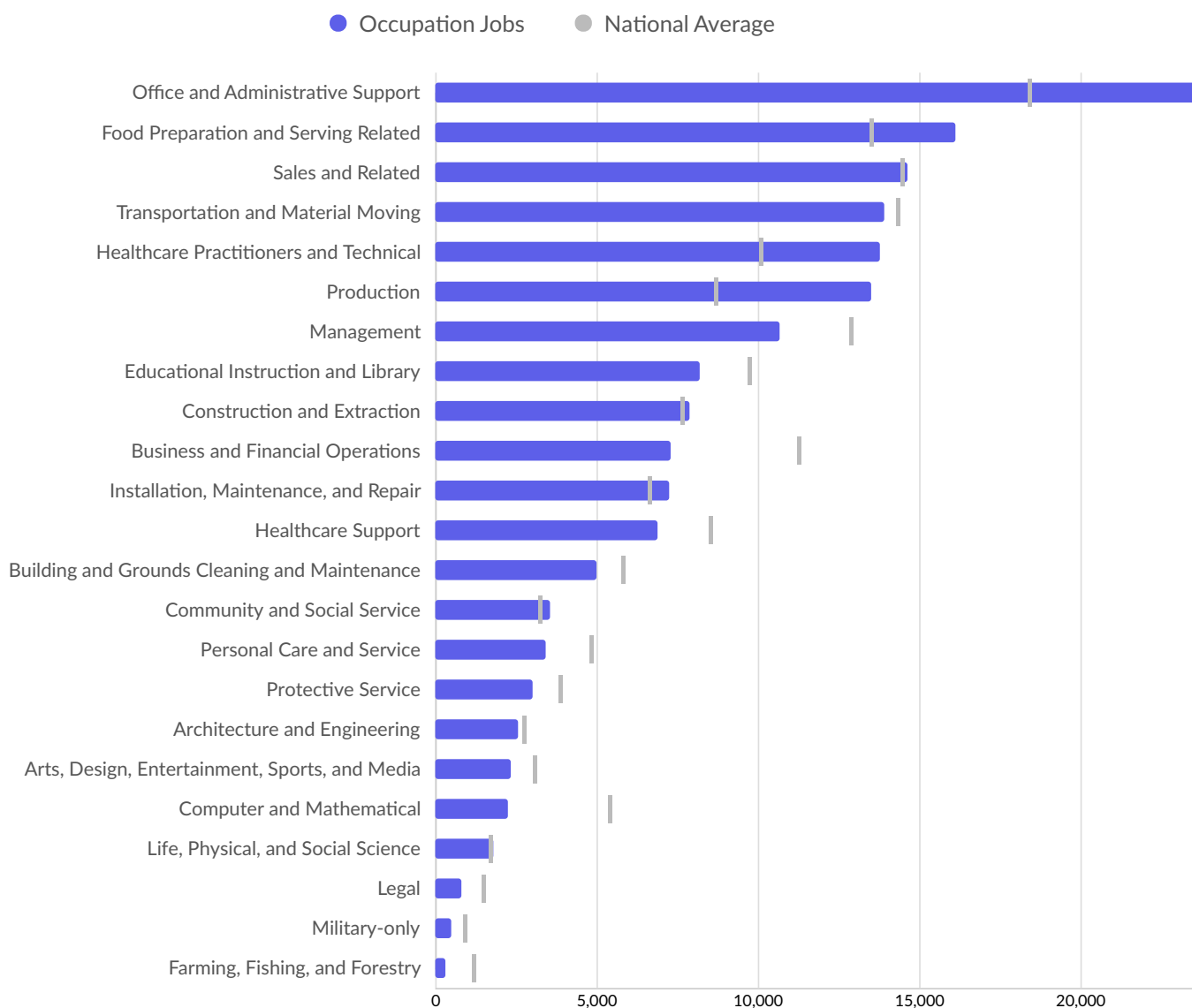


	Percentage	Business Count
1 to 4 employees	41.0%	6,537
5 to 9 employees	27.8%	4,431
10 to 19 employees	18.1%	2,894
20 to 49 employees	9.7%	1,542
50 to 99 employees	2.2%	355
100 to 249 employees	0.8%	129
250 to 499 employees	0.3%	47
500+ employees	0.2%	25

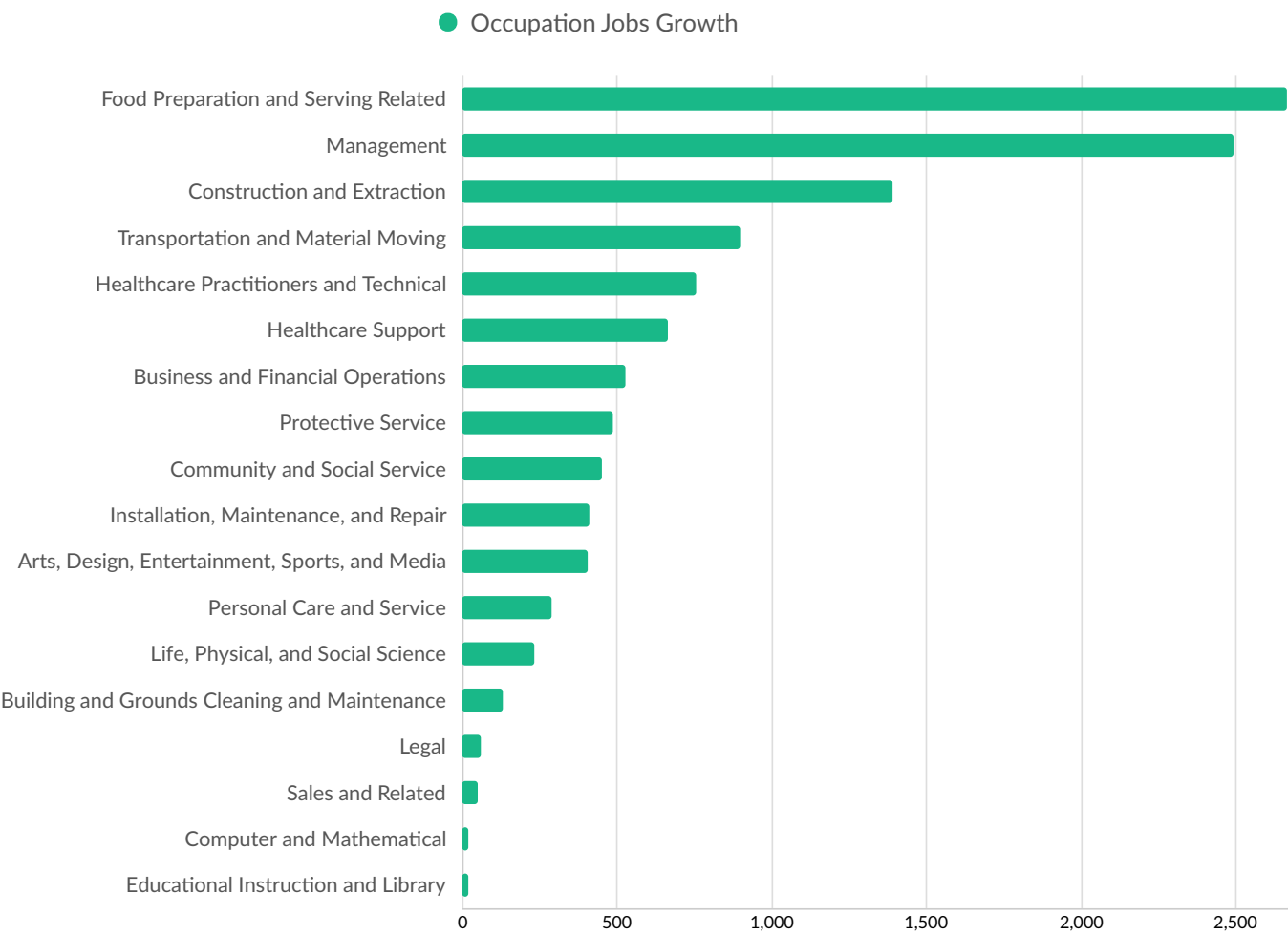
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

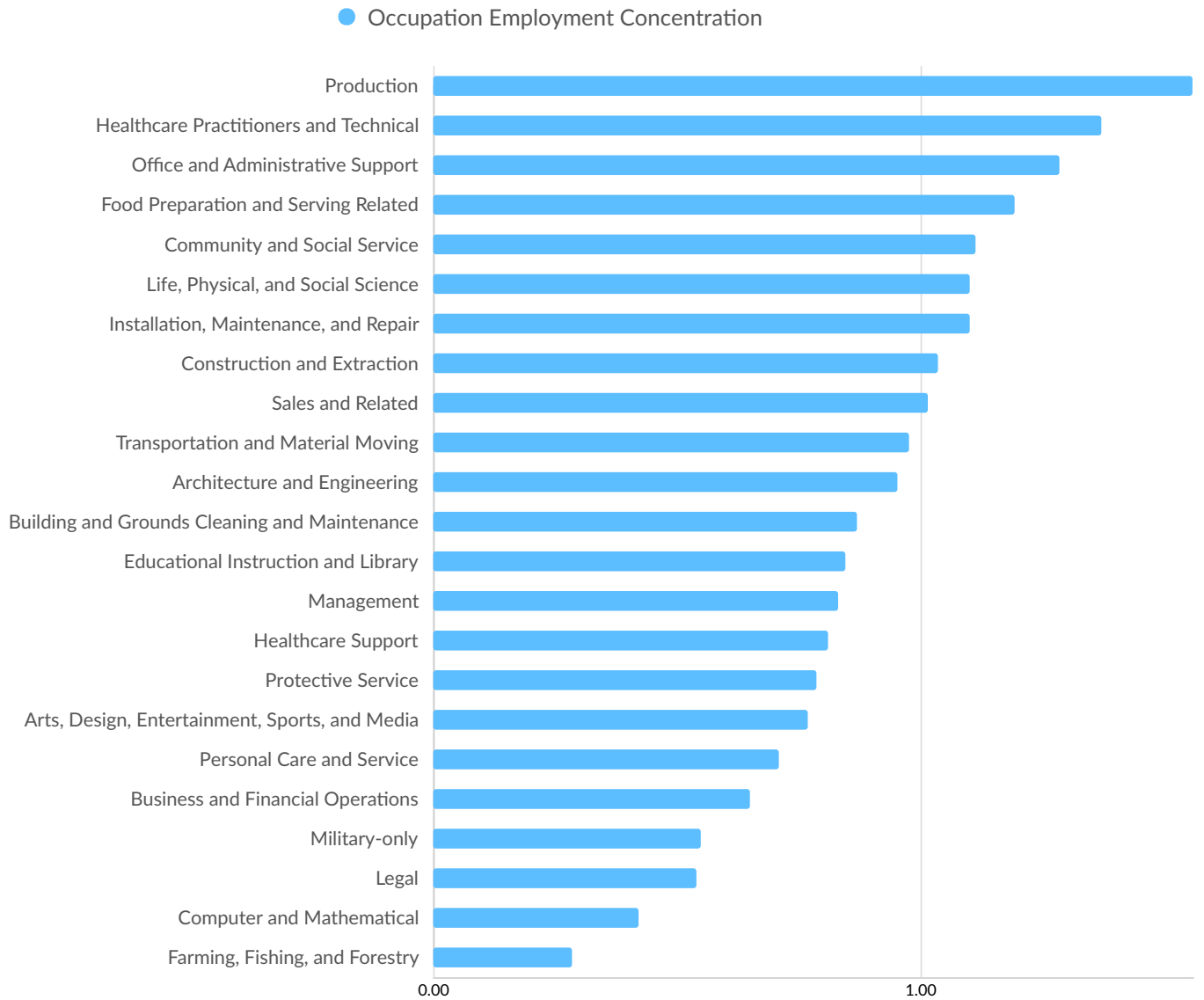
Largest Occupations



Top Growing Occupations



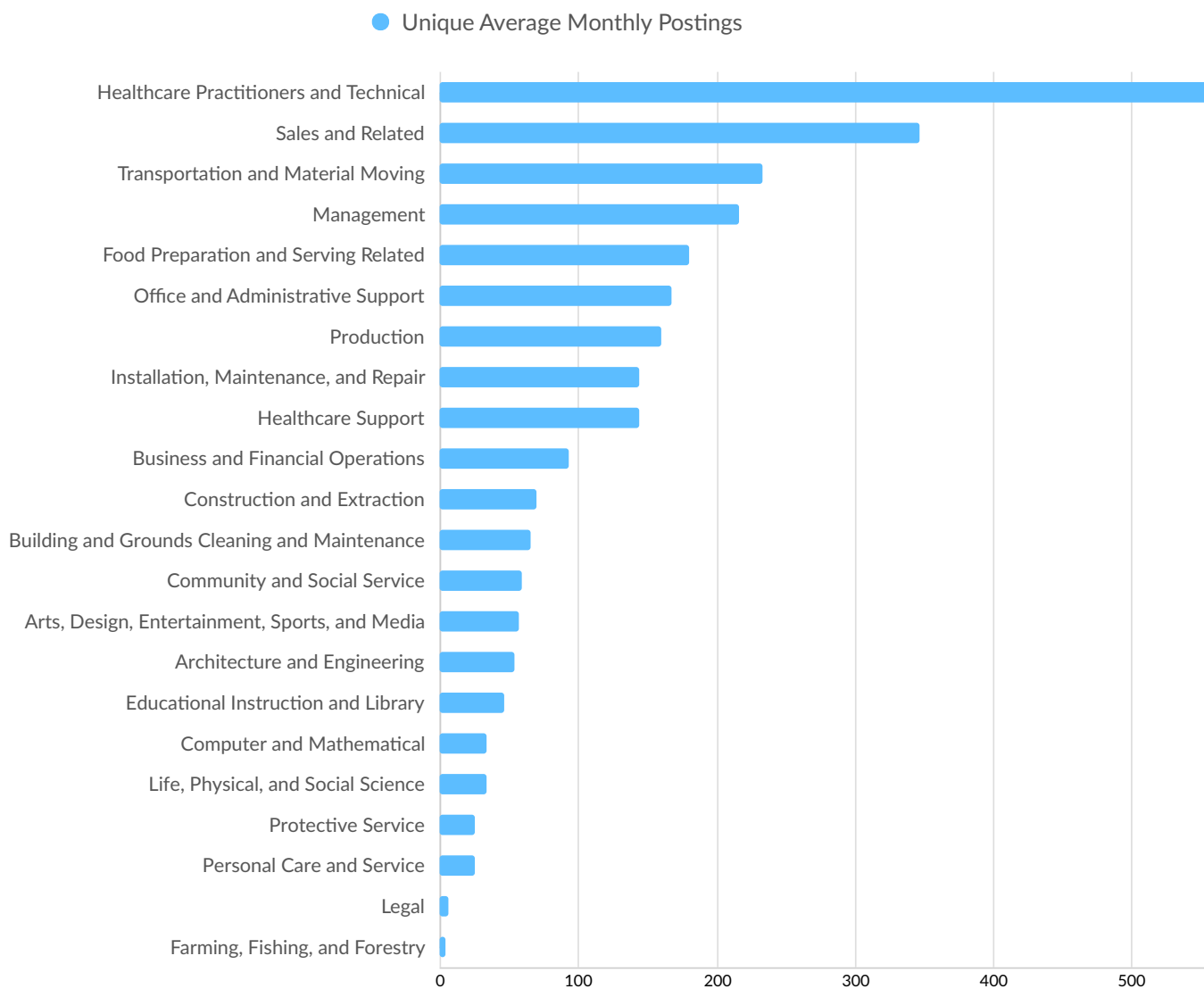
Top Occupation Employment Concentration



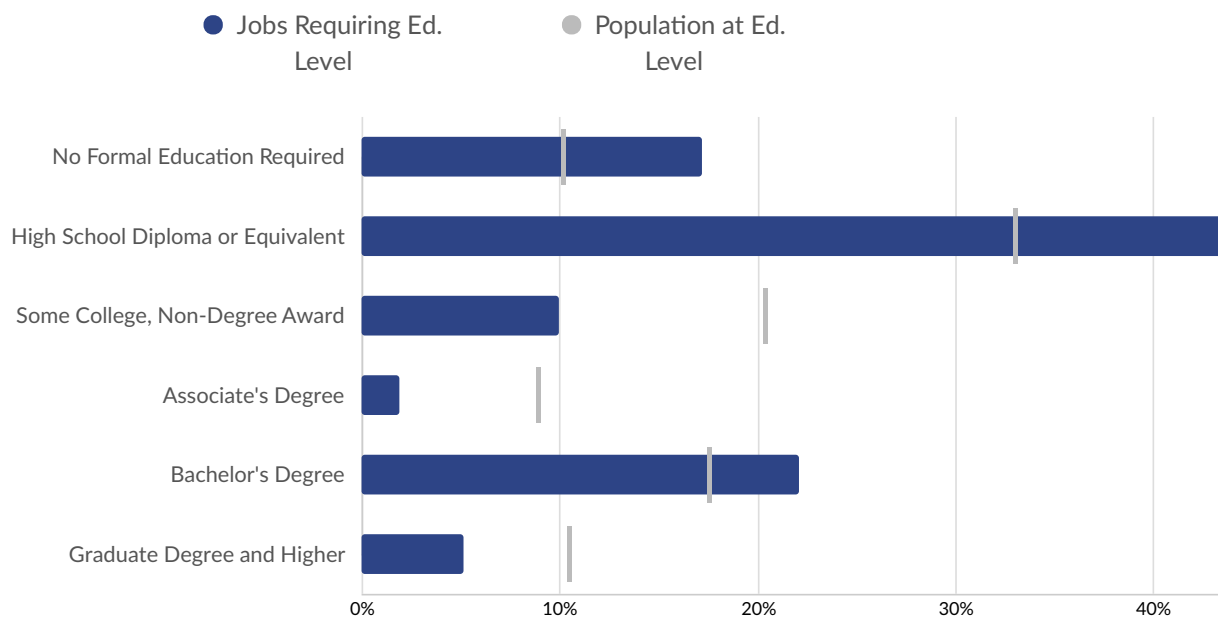
Top Occupation Earnings



Top Posted Occupations

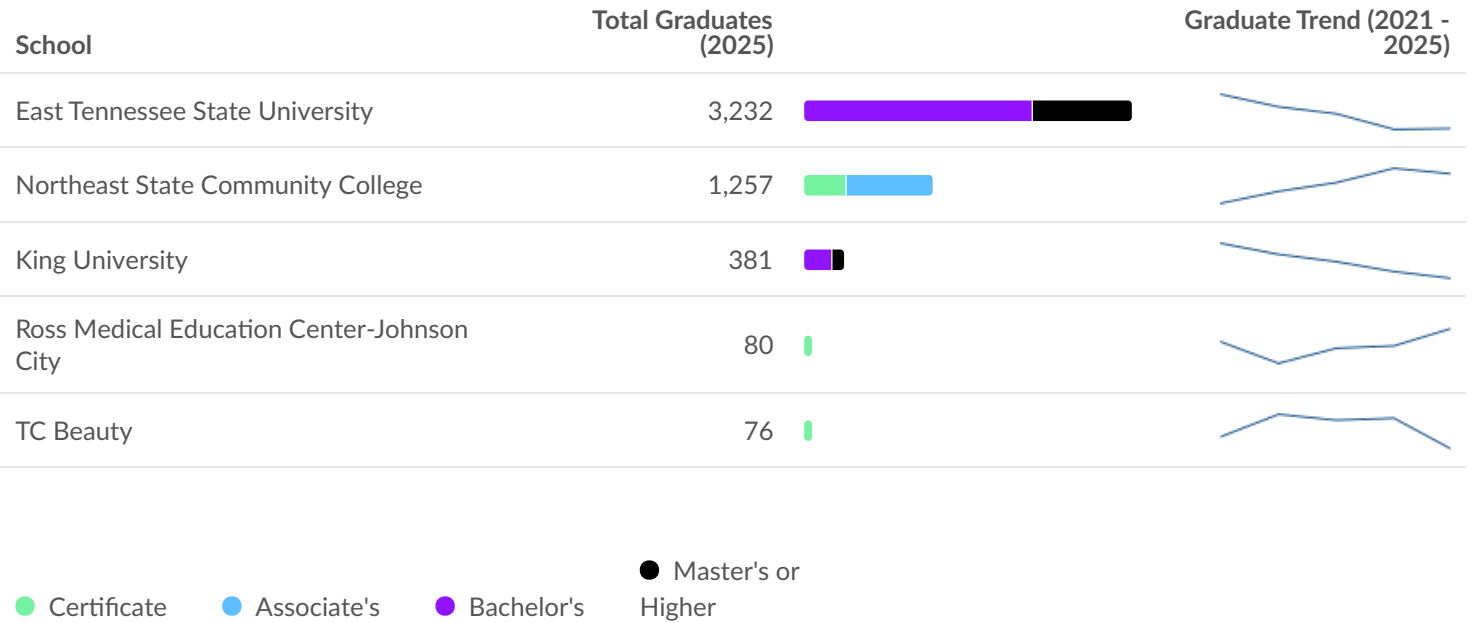


Underemployment



Educational Pipeline

In 2025, there were 5,026 graduates in Appalachian Power Company-Served Tennessee Counties. This pipeline has shrunk by 12% over the last 5 years. The highest share of these graduates come from "Registered Nursing/Registered Nurse" (Bachelor's), "Liberal Arts and Sciences/Liberal Studies" (Associate's), and "Business Administration and Management, General" (Bachelor's).



In-Demand Skills

