



Appalachian Power Company-Served Virginia Counties



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Report Parameters

34 Counties

51003	Albemarle County, VA	51027	Buchanan County, VA
51009	Amherst County, VA	51031	Campbell County, VA
51019	Bedford County, VA	51035	Carroll County, VA
51021	Bland County, VA	51045	Craig County, VA
51023	Botetourt County, VA	See Appendix A for all 34 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

1,342,069

Population (2025)

Population **grew by 2,430** over the last 5 years but is projected to **decrease by 2,920** over the next 5 years.

610,551

Total Regional Employment

Jobs **grew by 37,859** over the last 5 years and are projected to **grow by 18,084** over the next 5 years.

\$69.3K

Avg. Earnings Per Job (2025)

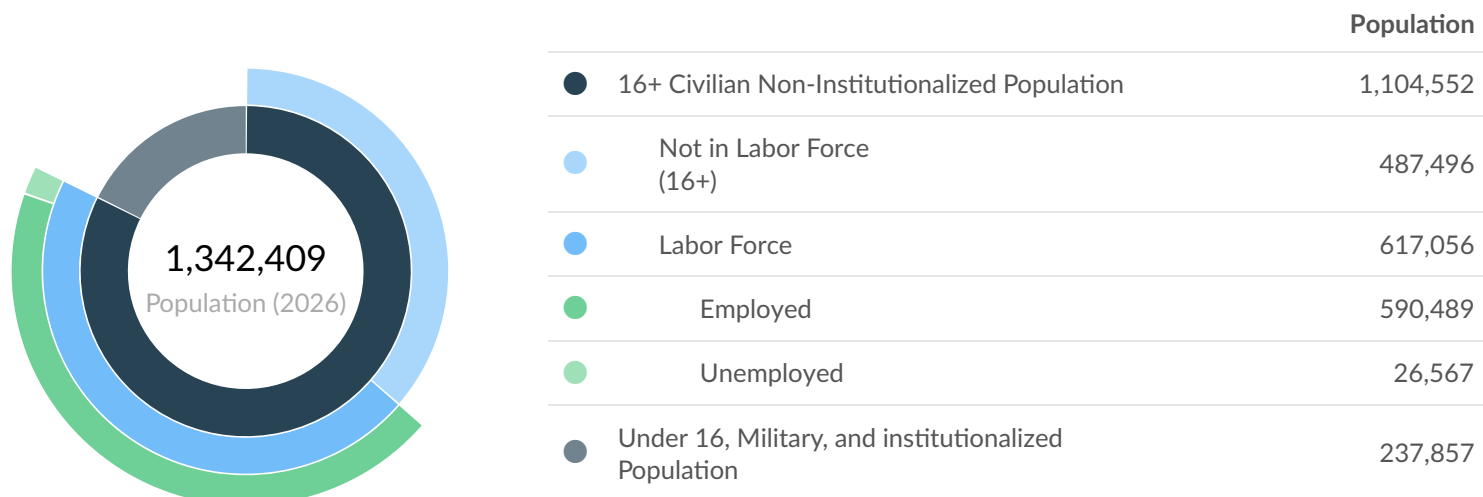
Regional average earnings per job are **\$21.3K below** the national average earnings of \$90.6K per job.

Takeaways

- As of 2025 the region's population **increased by 0.2%** since 2020, growing by 2,430. Population is expected to **decrease by 0.2%** between 2025 and 2030, losing 2,920.
- From 2020 to 2025, jobs **increased by 6.6%** in Appalachian Power Company-Served Virginia Counties from 572,692 to **610,551**. This change **fell short of the national growth rate of 10.7% by 4.1%**. As the number of jobs increased, the **labor force participation rate decreased from 56.7% to 56.6% between 2020 and 2025**.
- Concerning educational attainment, **17.7% of the selected regions' residents possess a Bachelor's Degree** (4.1% below the national average), and **9.5% hold an Associate's Degree** (0.7% above the national average).
- The top three industries in 2025 are Education and Hospitals (State Government), Restaurants and Other Eating Places, and Education and Hospitals (Local Government).

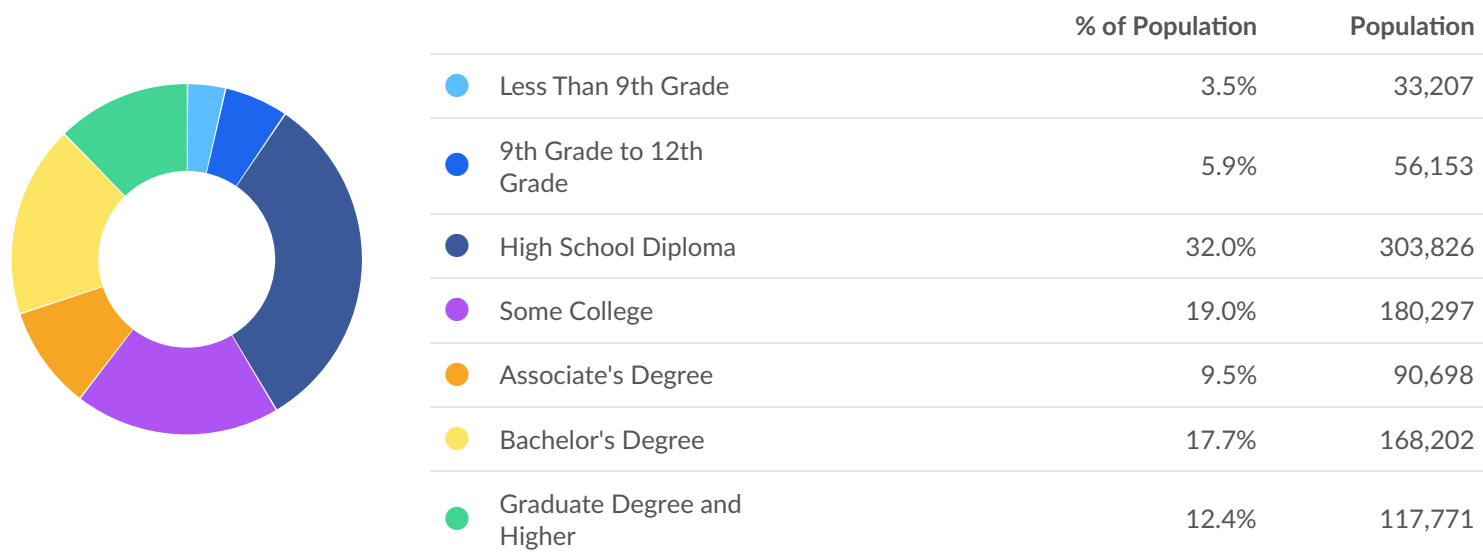
	Population (2026)	Labor Force (Jun 2026)	Jobs (2025)	Cost of Living	GRP	Imports	Exports
Region	1,342,409	617,056	610,551	98.3	\$80.23B	\$96.95B	\$94.67B
State	8,894,513	4,482,918	4,731,932	102.4	\$770.19B	\$794.61B	\$1.06T

Jun 2026 Labor Force Breakdown



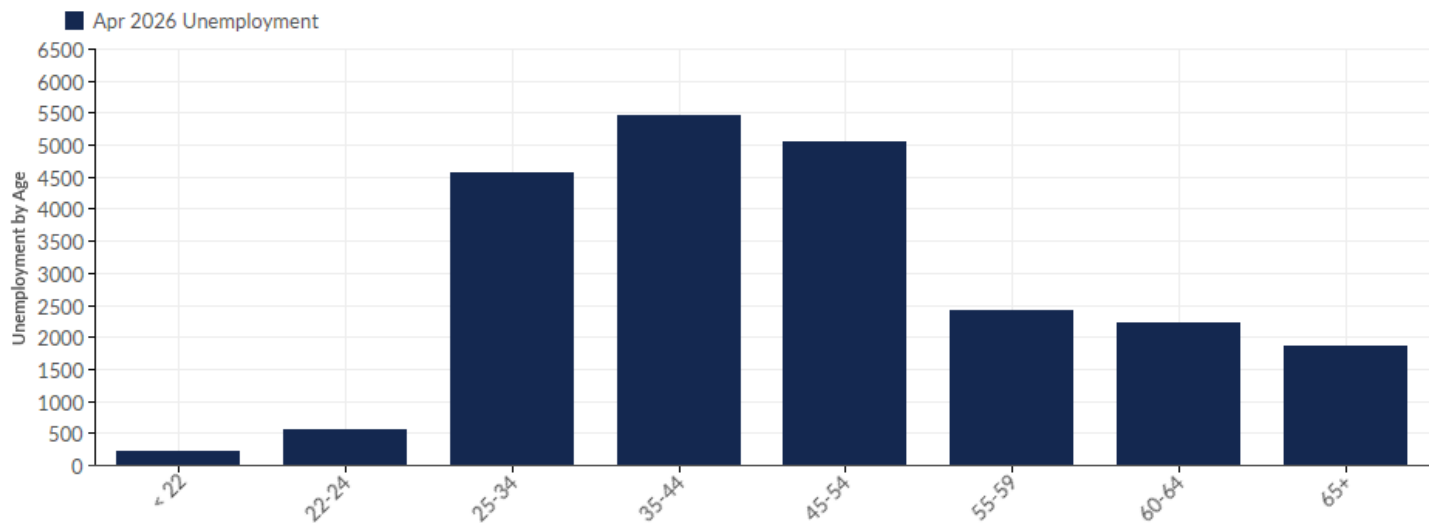
Educational Attainment

Concerning educational attainment, **17.7% of the selected regions' residents possess a Bachelor's Degree** (4.1% below the national average), and **9.5% hold an Associate's Degree** (0.7% above the national average).



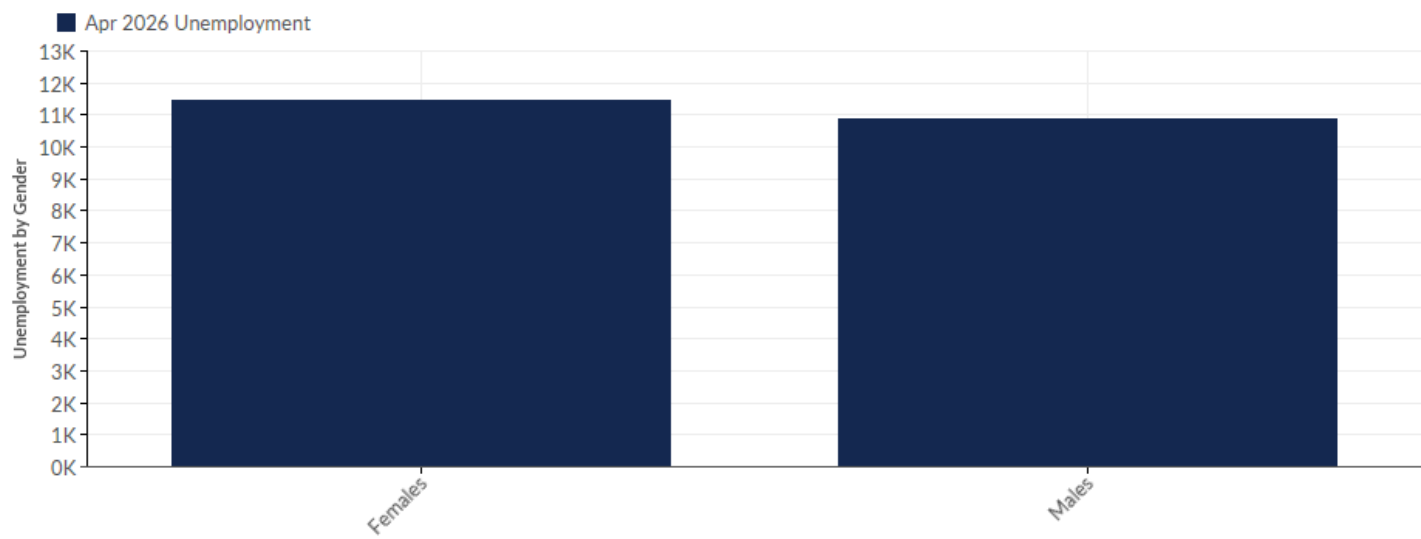
Unemployment by Demographics

Unemployment by Age



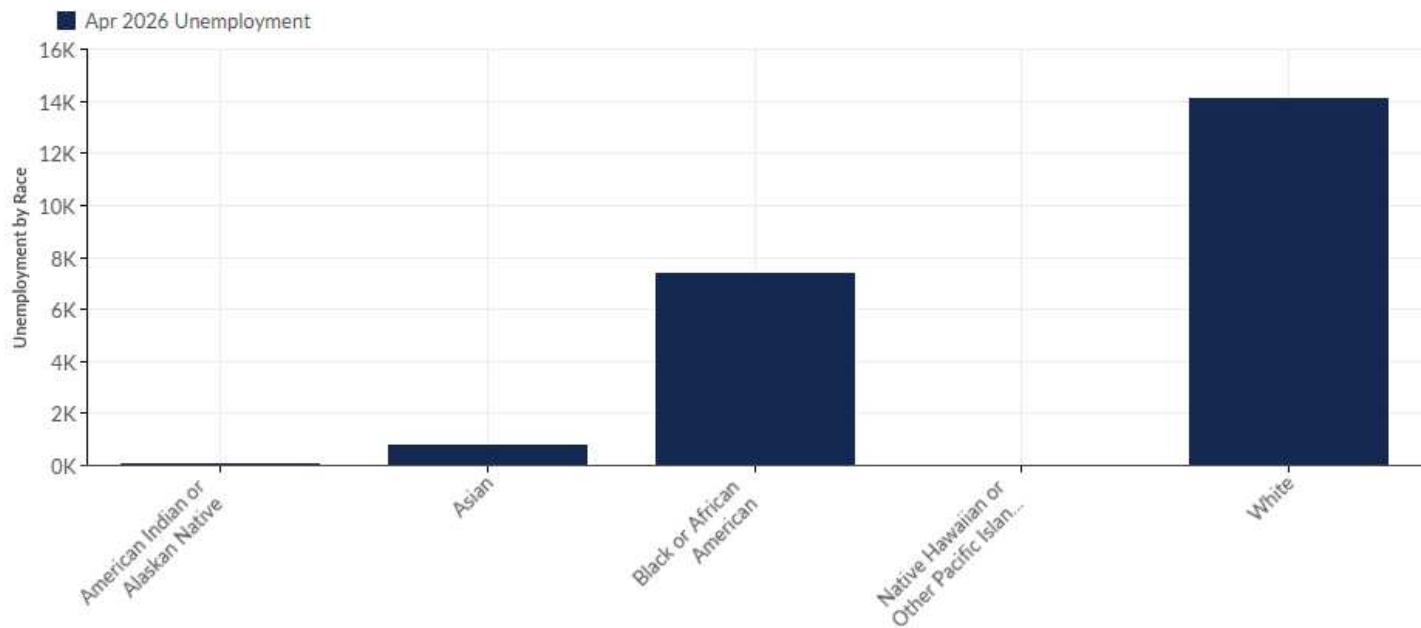
Age	Unemployment (Apr 2026)	% of Unemployed
< 22	222	0.99%
22-24	561	2.51%
25-34	4,576	20.47%
35-44	5,449	24.38%
45-54	5,045	22.57%
55-59	2,418	10.82%
60-64	2,233	9.99%
65+	1,849	8.27%
Total	22,352	100.00%

Unemployment by Gender



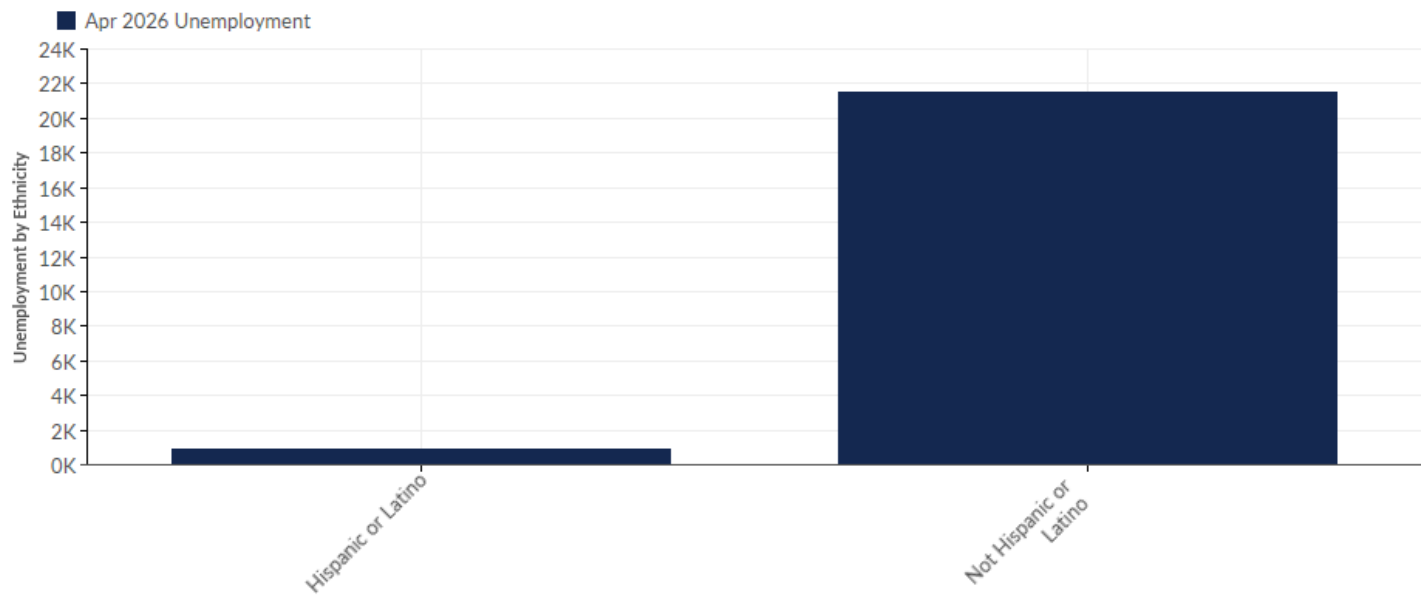
Gender	Unemployment (Apr 2026)	% of Unemployed
Females	11,458	51.26%
Males	10,894	48.74%
Total	22,352	100.00%

Unemployment by Race



Race	Unemployment (Apr 2026)	% of Unemployed
American Indian or Alaskan Native	89	0.40%
Asian	763	3.41%
Black or African American	7,373	32.99%
Native Hawaiian or Other Pacific Islander	23	0.10%
White	14,104	63.10%
Total	22,352	100.00%

Unemployment by Ethnicity

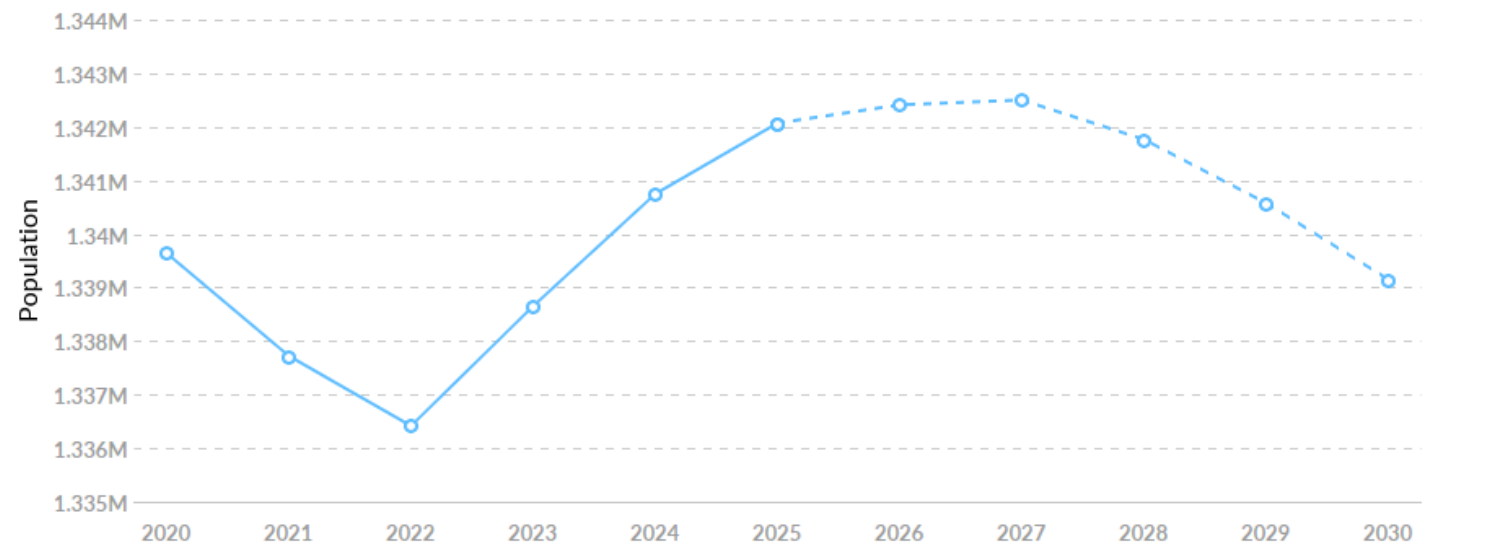


Ethnicity	Unemployment (Apr 2026)	% of Unemployed
Hispanic or Latino	882	3.95%
Not Hispanic or Latino	21,470	96.05%
Total	22,352	100.00%

Historic & Projected Trends

Population Trends

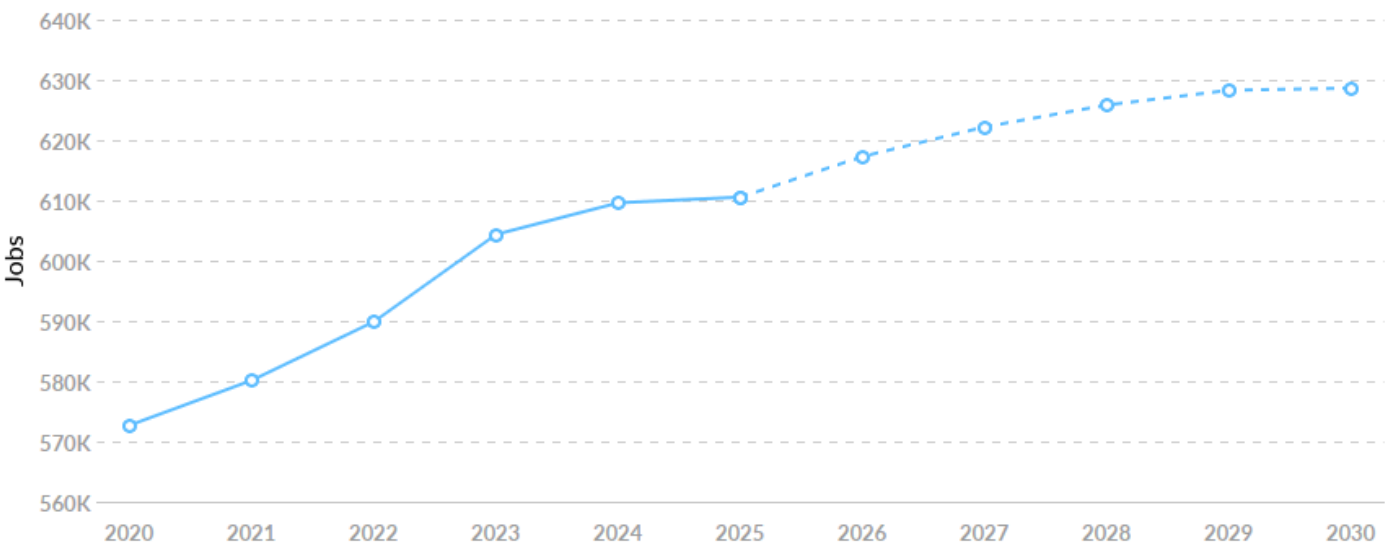
As of 2025 the region's population **increased by 0.2%** since 2020, growing by 2,430. Population is expected to **decrease by 0.2%** between 2025 and 2030, losing 2,920.



Timeframe	Population
2020	1,339,639
2021	1,337,721
2022	1,336,415
2023	1,338,652
2024	1,340,747
2025	1,342,069
2026	1,342,409
2027	1,342,500
2028	1,341,763
2029	1,340,575
2030	1,339,149

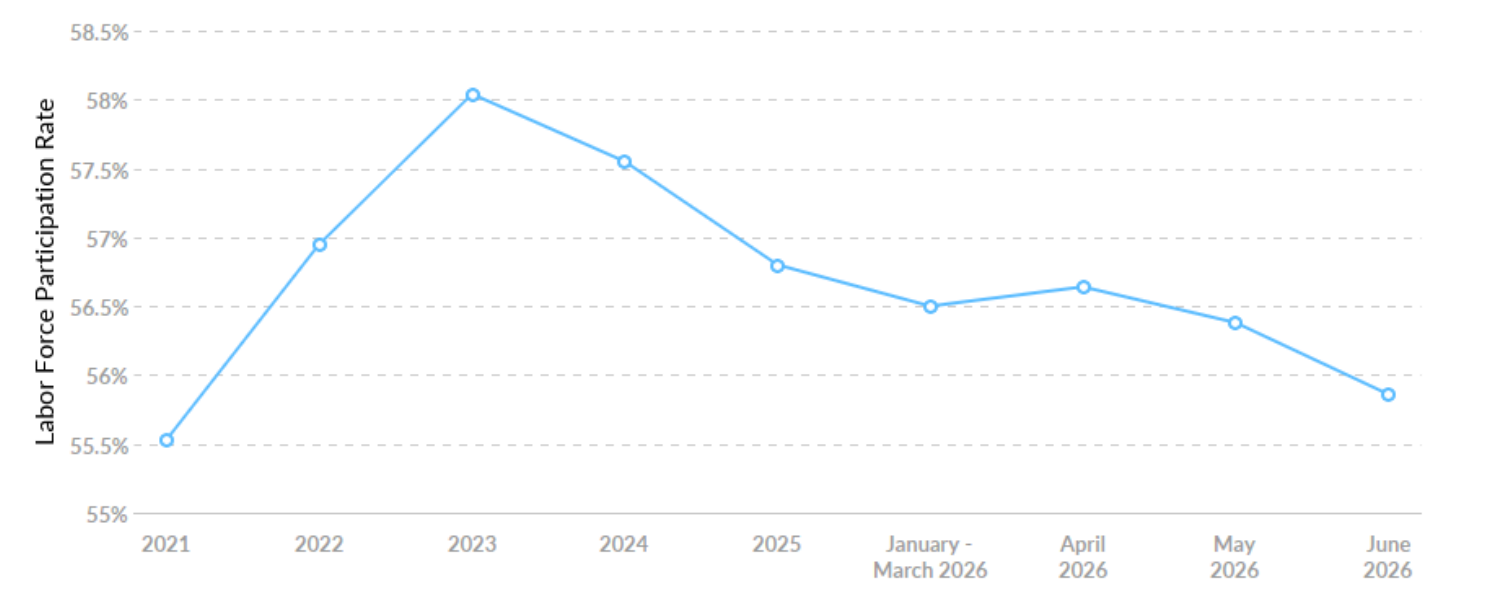
Job Trends

From 2020 to 2025, jobs increased by 6.6% in Appalachian Power Company-Served Virginia Counties from 572,692 to **610,551**. This change fell short of the national growth rate of 10.7% by 4.1%.



Timeframe	Jobs
2020	572,692
2021	580,148
2022	589,885
2023	604,359
2024	609,607
2025	610,551
2026	617,292
2027	622,207
2028	625,838
2029	628,282
2030	628,636

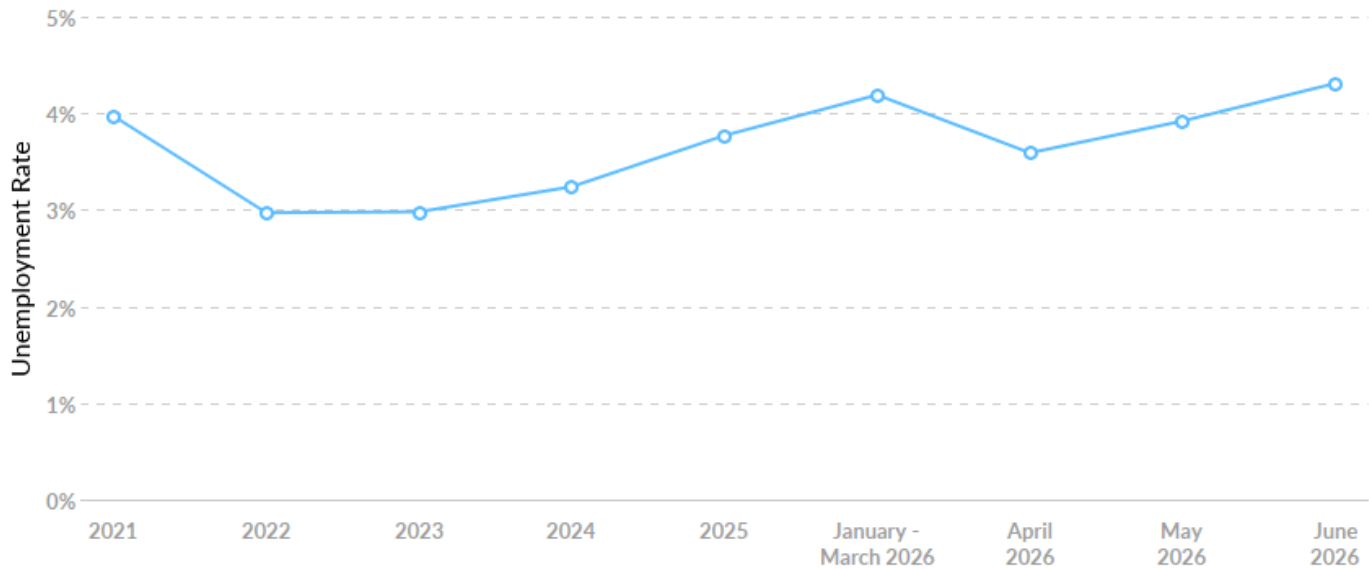
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2021	55.53%
2022	56.95%
2023	58.04%
2024	57.55%
2025	56.80%
January - March 2026	56.50%
April 2026	56.64%
May 2026	56.38%
June 2026	55.86%

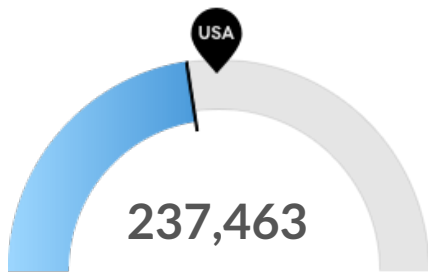
Unemployment Rate Trends

Your areas had a June 2026 unemployment rate of 4.31%, **increasing from 3.97%** 5 years before.



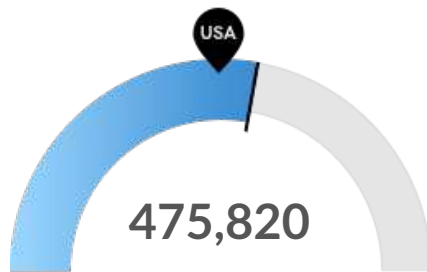
Timeframe	Unemployment Rate
2021	3.97%
2022	2.97%
2023	2.98%
2024	3.24%
2025	3.77%
January - March 2026	4.19%
April 2026	3.59%
May 2026	3.92%
June 2026	4.31%

Population Characteristics



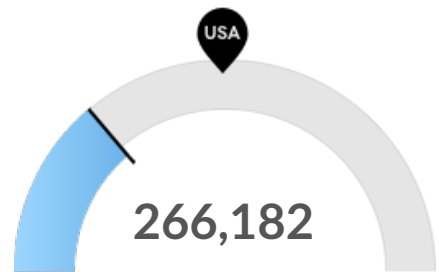
Millennials

Your area has 237,463 millennials (ages 25-39). The national average for an area this size is 274,464.



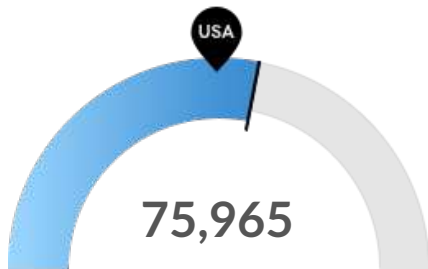
Retiring Soon

Retirement risk is high in your area. The national average for an area this size is 405,411 people 55 or older, while there are 475,820 here.



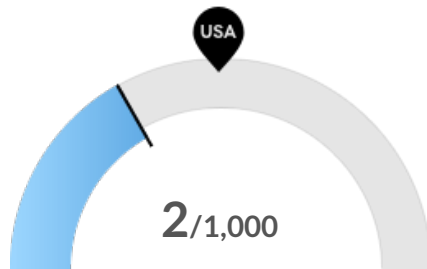
Racial Diversity

Racial diversity is low in your area. The national average for an area this size is 570,332 racially diverse people, while there are 266,182 here.



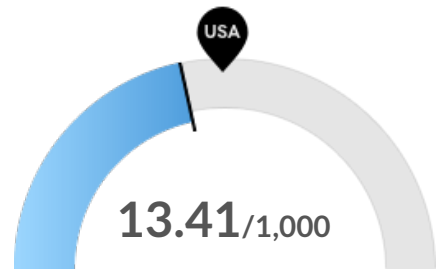
Veterans

Your area has 75,965 veterans. The national average for an area this size is 63,806.



Violent Crime

Your area has 2 violent crimes per 1,000 people. The national rate is 3.38 per 1,000 people.

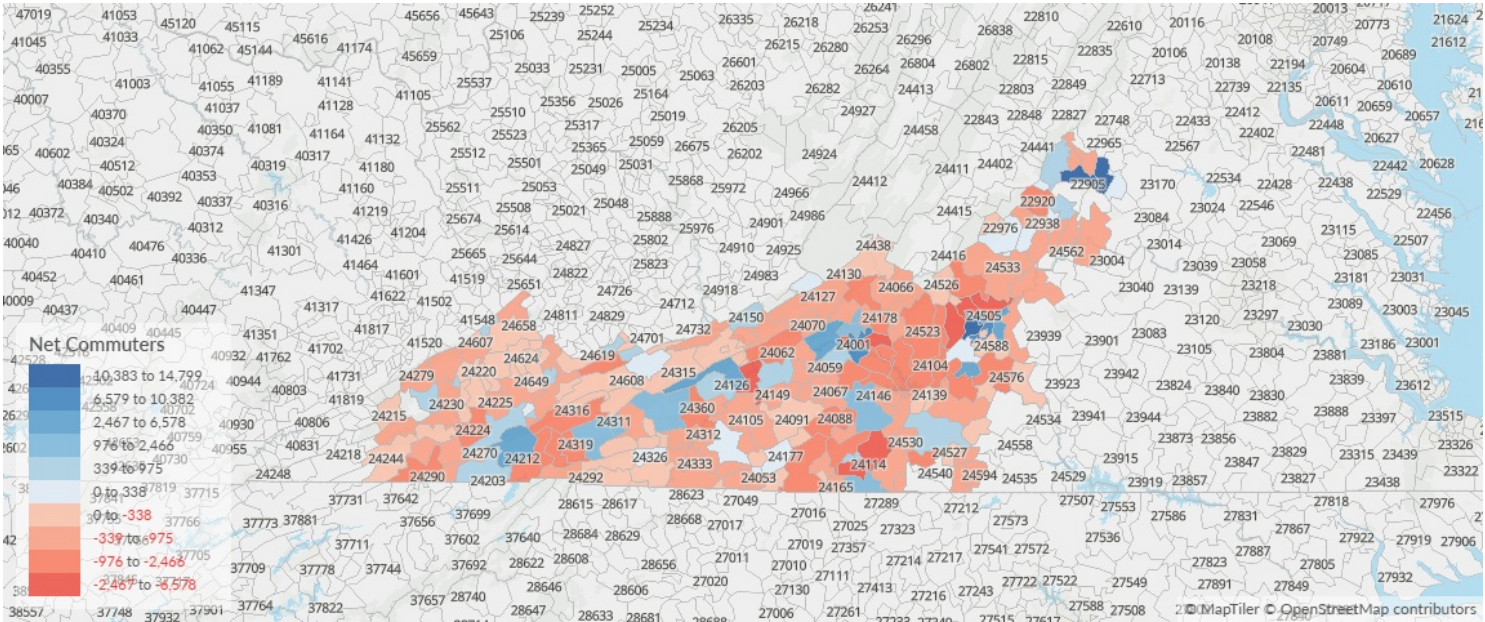


Property Crime

Your area has 13.41 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 24018.



Where Talent Works

ZIP	Name	2025 Employment
22901	Charlottesville, VA (in Al...	34,309
24502	Lynchburg, VA (in Lynch...	28,731
22911	Charlottesville, VA (in Al...	22,831
24153	Salem, VA (in Salem City...	22,127
24018	Roanoke, VA (in Roanok...	20,424

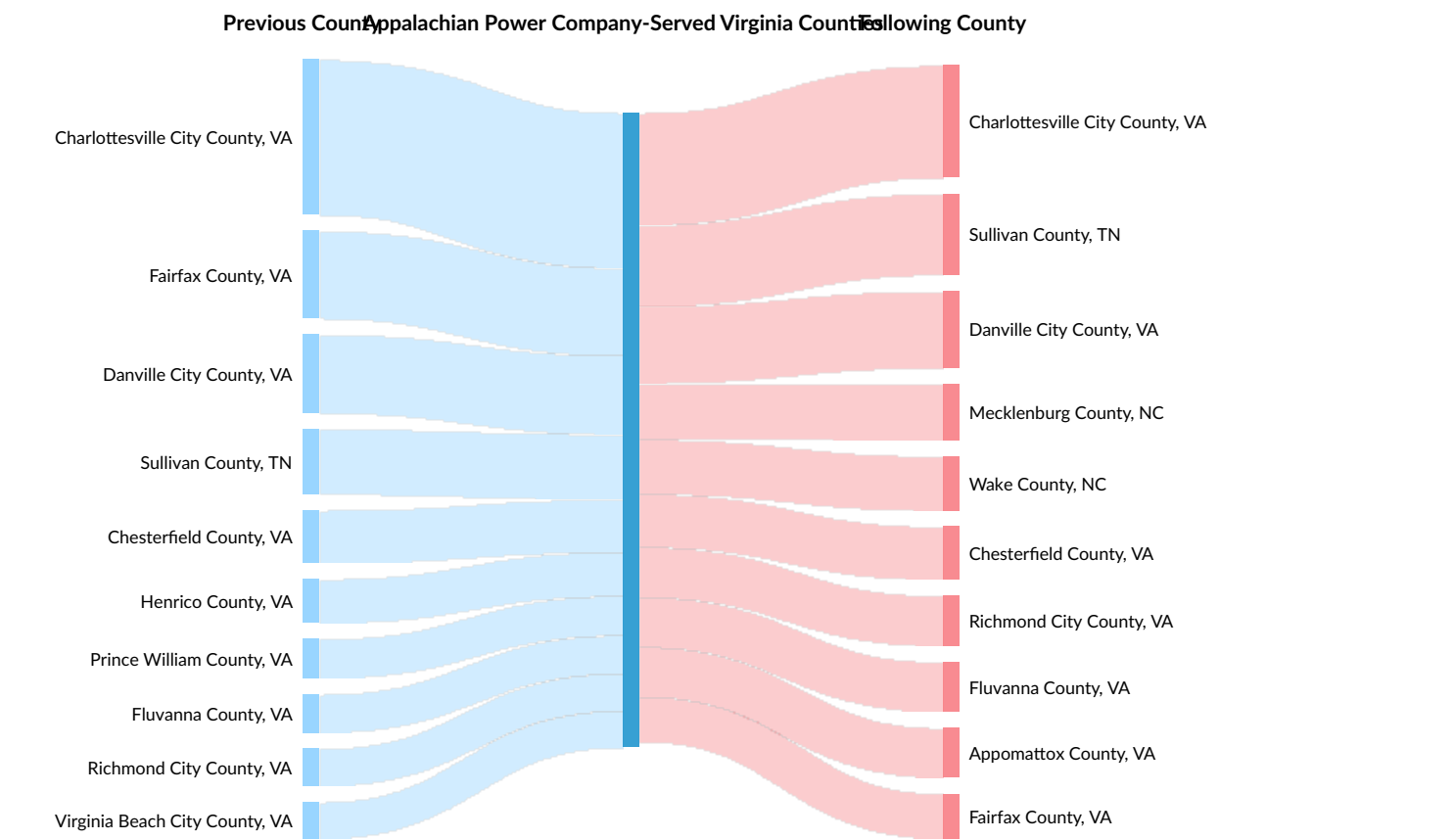
Where Talent Lives

ZIP	Name	2025 Workers
24018	Roanoke, VA (in Roanok...	19,703
22901	Charlottesville, VA (in Al...	19,510
24502	Lynchburg, VA (in Lynch...	18,348
24060	Blacksburg, VA (in Mont...	18,291
24153	Salem, VA (in Salem City...	17,899

Inbound and Outbound Migration

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

As of 2023, 1,455 people have migrated from Charlottesville City County, VA to Appalachian Power Company-Served Virginia Counties. In the same year, 1,052 people left Appalachian Power Company-Served Virginia Counties migrating to Charlottesville City County, VA. The total Net Migration for Appalachian Power Company-Served Virginia Counties in 2023 was 3,846.



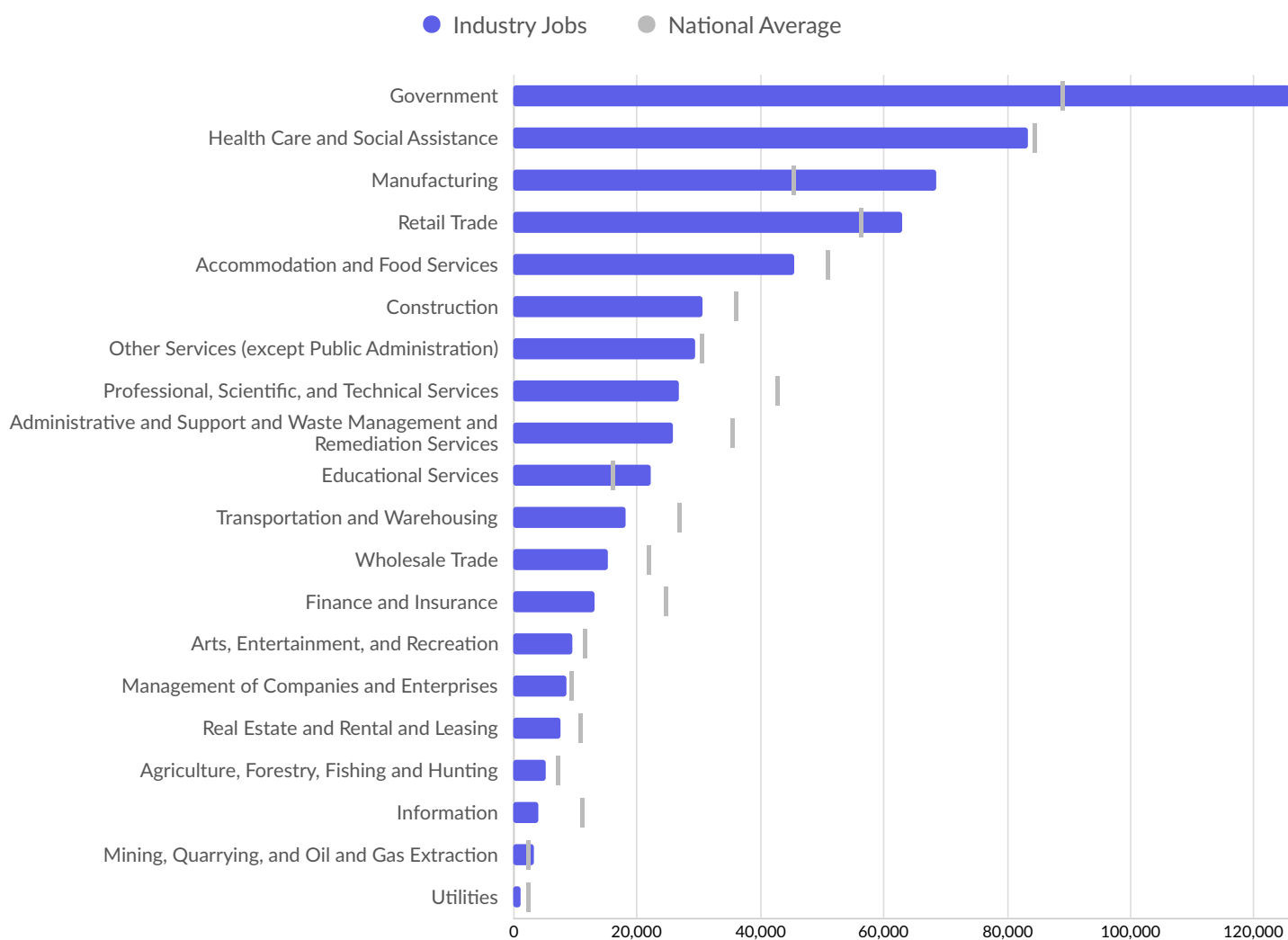
Top Previous Counties	Migrations
Charlottesville City County, VA	1,455
Fairfax County, VA	820
Danville City County, VA	737
Sullivan County, TN	610
Chesterfield County, VA	494

Top Previous Counties	Migrations
Henrico County, VA	411
Prince William County, VA	368
Fluvanna County, VA	358
Richmond City County, VA	350
Virginia Beach City County, VA	343
Bristol City County, VA	334
Appomattox County, VA	314
Loudoun County, VA	305
Mercer County, WV	285
Wake County, NC	279
Top Following Counties	Migrations
Charlottesville City County, VA	1,052
Sullivan County, TN	761
Danville City County, VA	720
Mecklenburg County, NC	526
Wake County, NC	510
Chesterfield County, VA	497
Richmond City County, VA	470
Fluvanna County, VA	467
Appomattox County, VA	466
Fairfax County, VA	422
Guilford County, NC	389
Henrico County, VA	368
Greene County, VA	367
Arlington County, VA	362

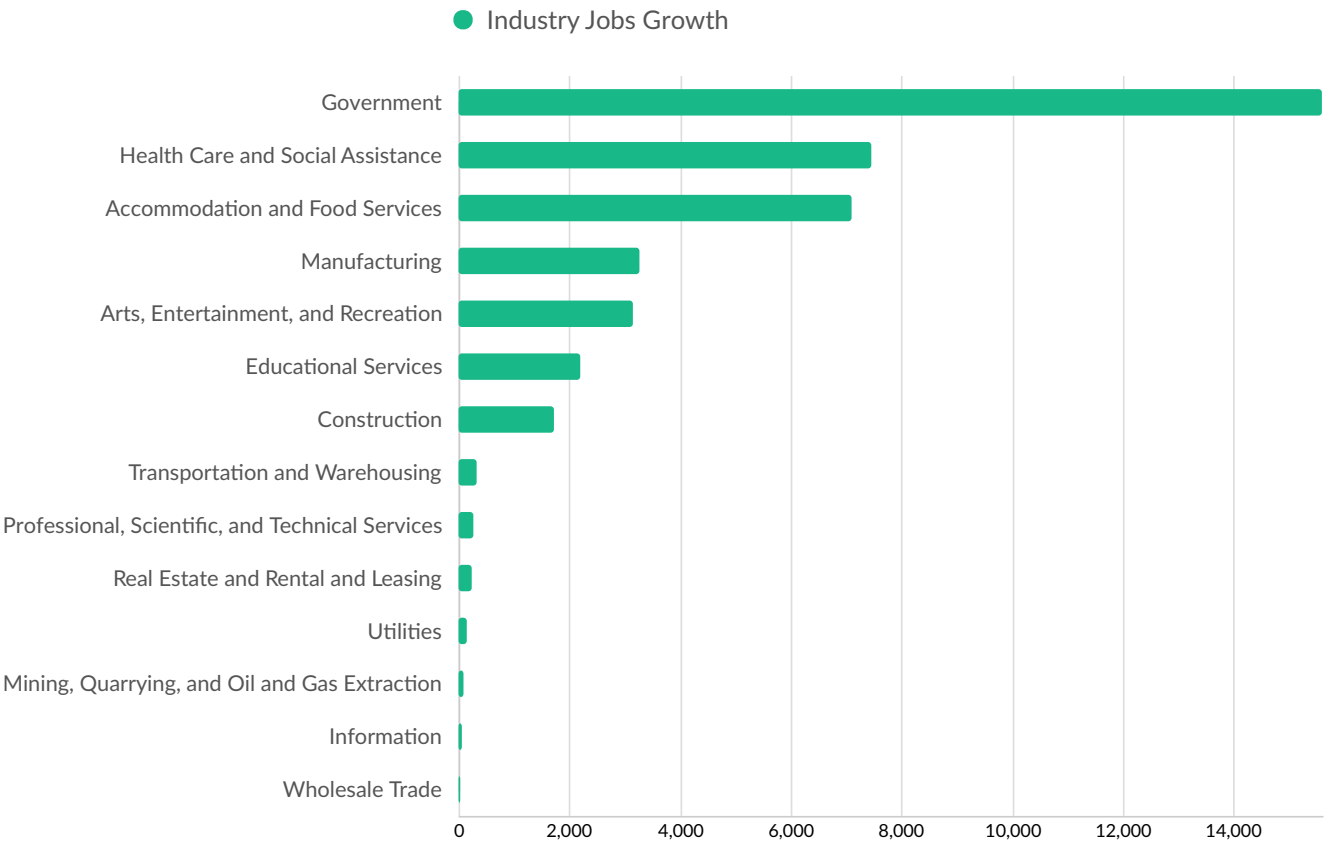
Top Following Counties	Migrations
Bristol City County, VA	330

Industry Characteristics

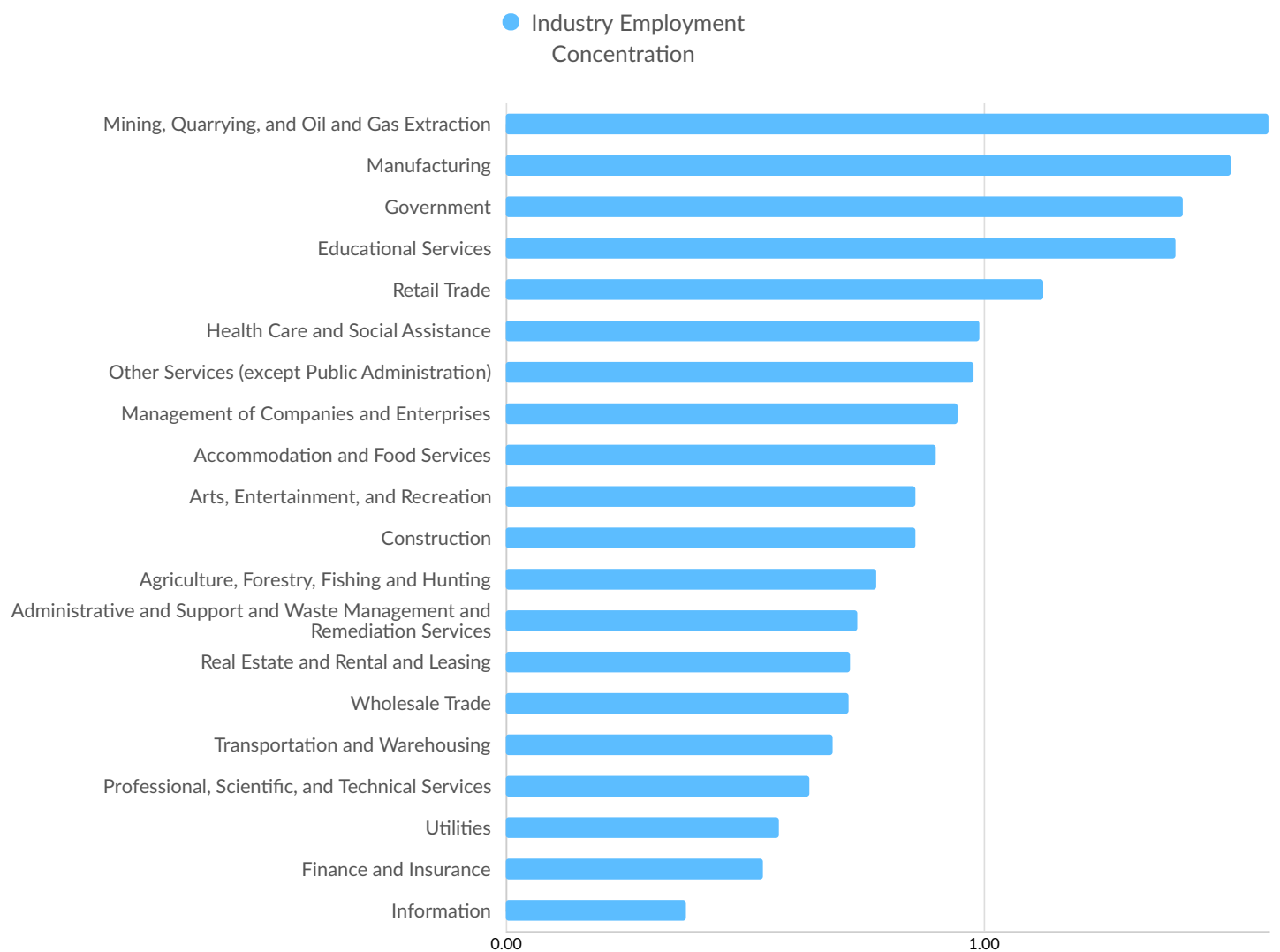
Largest Industries



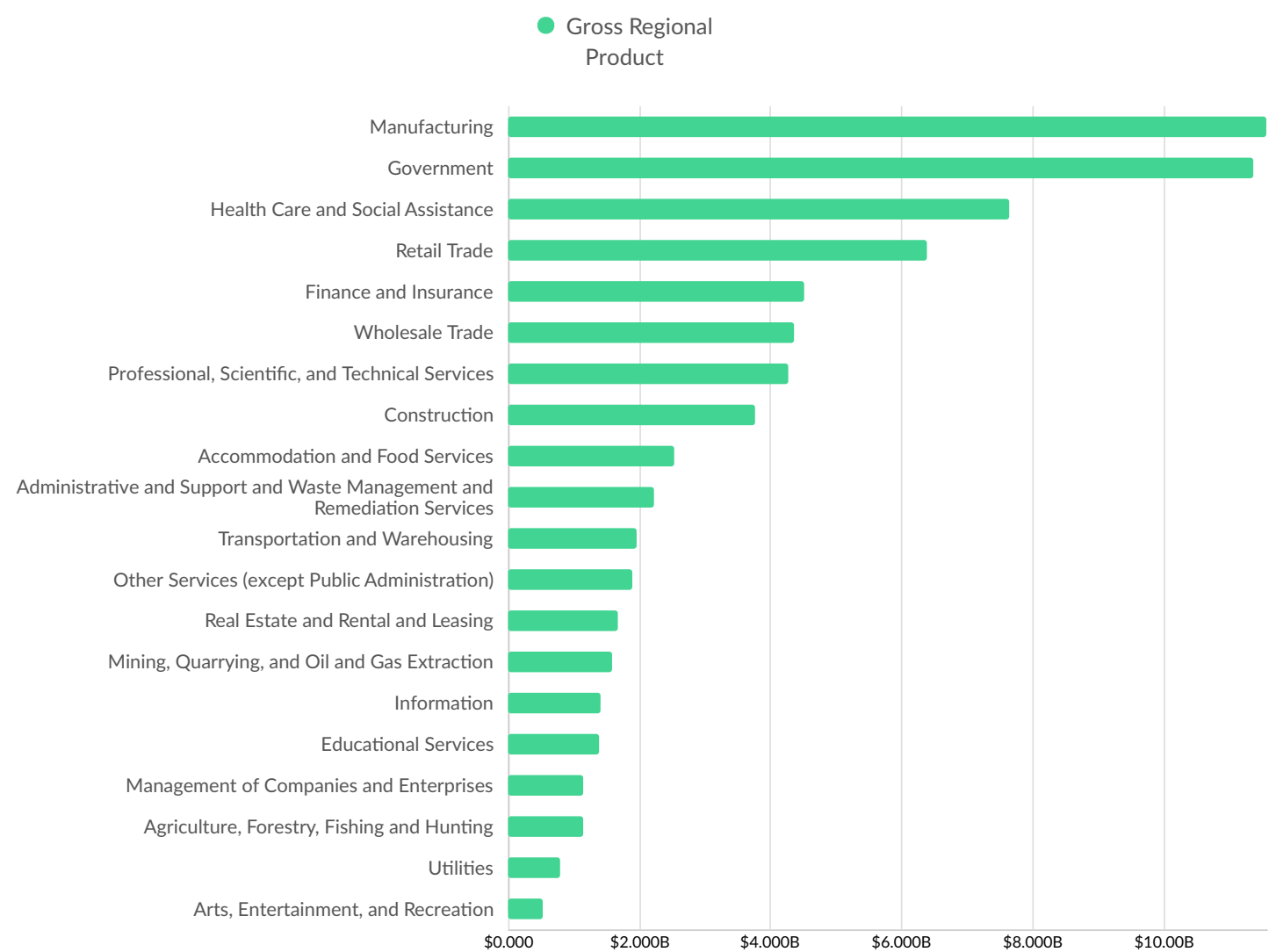
Top Growing Industries



Top Industry Employment Concentration



Top Industry GRP



Top Industry Earnings



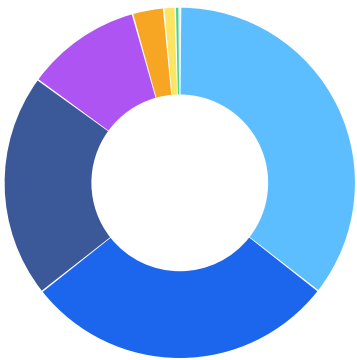
Business Characteristics

48,426 Companies Employ Your Workers

Online profiles for your workers mention 48,426 companies as employers, with the top 10 appearing below. In the last 12 months, 9,220 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Virginia Tech	12,130 	Carilion Clinic	5,302 
Carilion Clinic	6,953 	UVA Health System	3,448 
Liberty University	5,248 	HCA Healthcare	1,853 
Centra Health	2,669 	Centra Health	1,689 
Commonwealth Of Virginia	2,506 	University of Virginia	1,679 
Radford University	2,056 	K-Va-T Food Stores	1,475 
Walmart	1,163 	Commonwealth Of Virginia	1,409 
HCA Healthcare	1,124 	Virginia Tech	1,388 
Roanoke City Public Schools	1,104 	Food Lion	1,130 
United States Department of Ve...	1,086 	Walmart	1,079 

Business Size

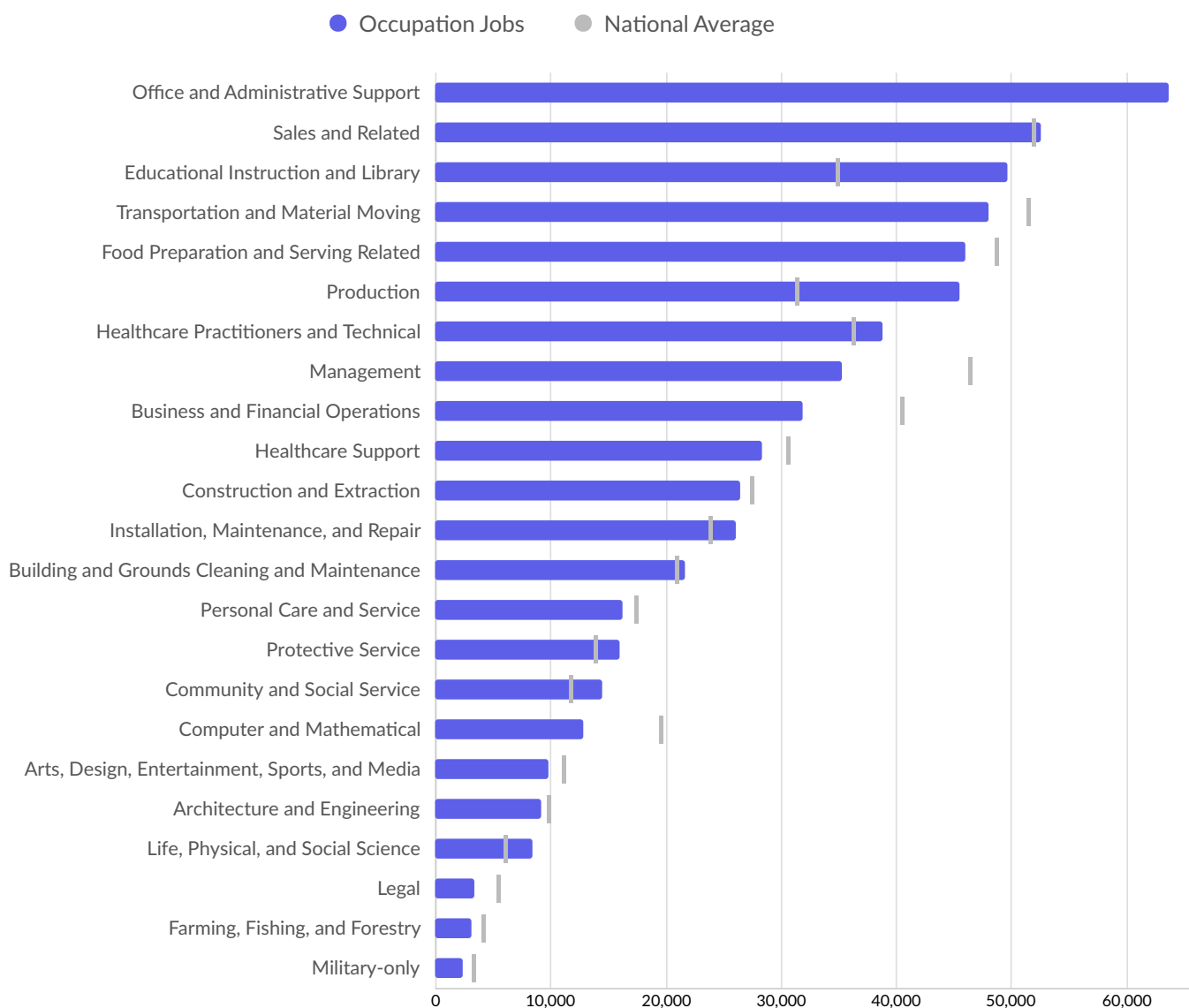


	Percentage	Business Count
1 to 4 employees	35.5%	18,663
5 to 9 employees	28.8%	15,162
10 to 19 employees	20.6%	10,846
20 to 49 employees	10.7%	5,605
50 to 99 employees	2.9%	1,514
100 to 249 employees	1.1%	554
250 to 499 employees	0.4%	188
500+ employees	0.1%	67

**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

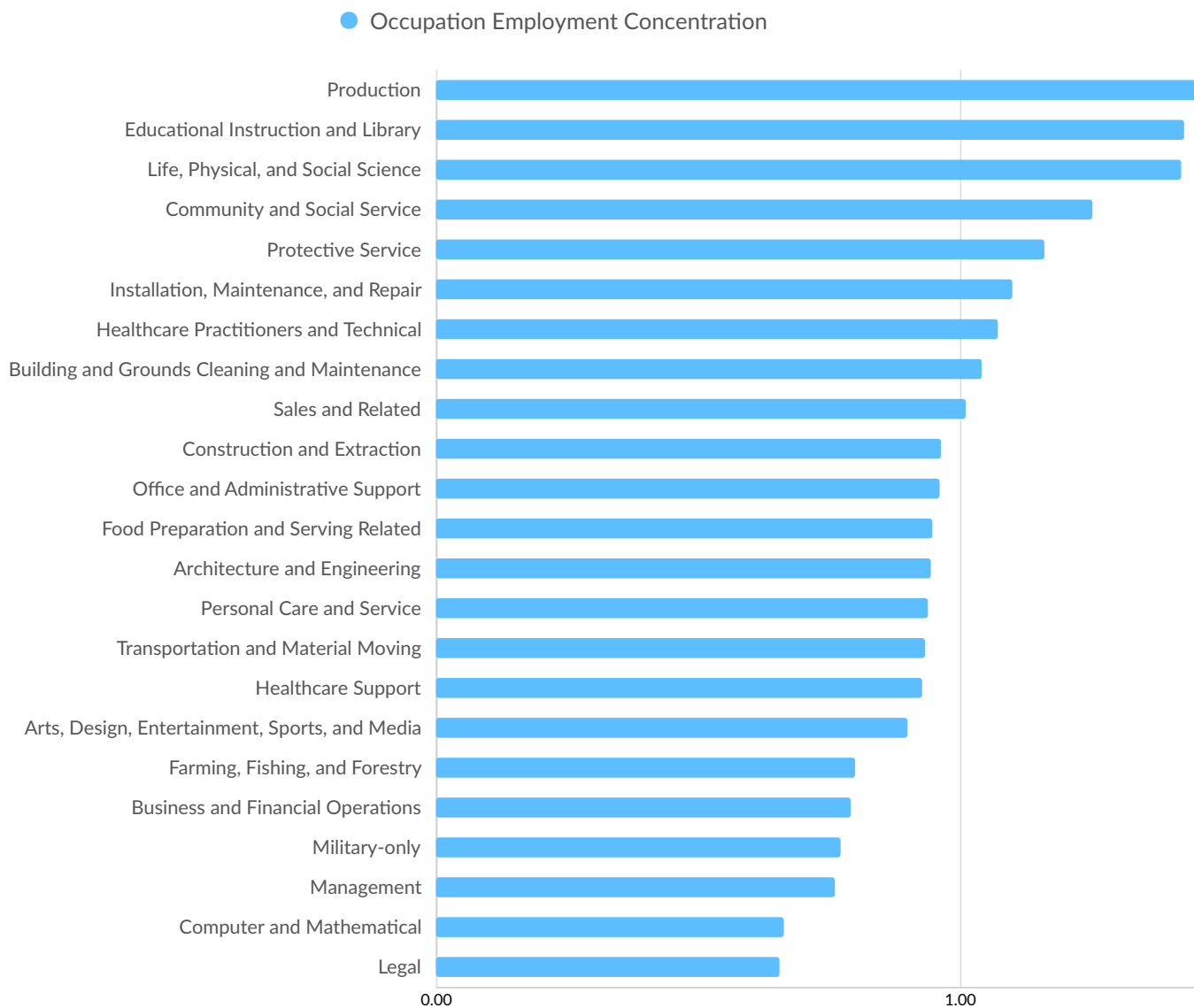
Largest Occupations



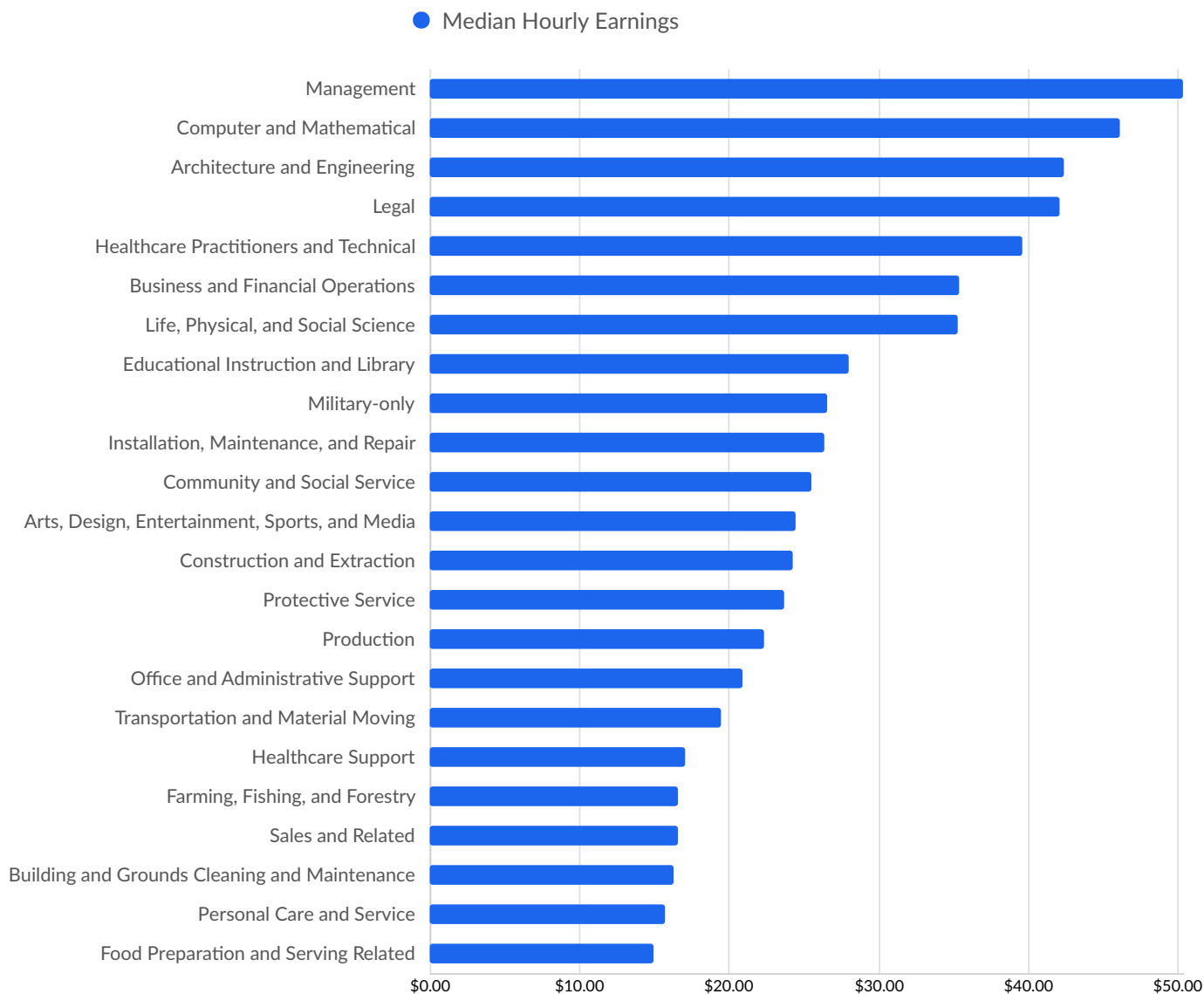
Top Growing Occupations



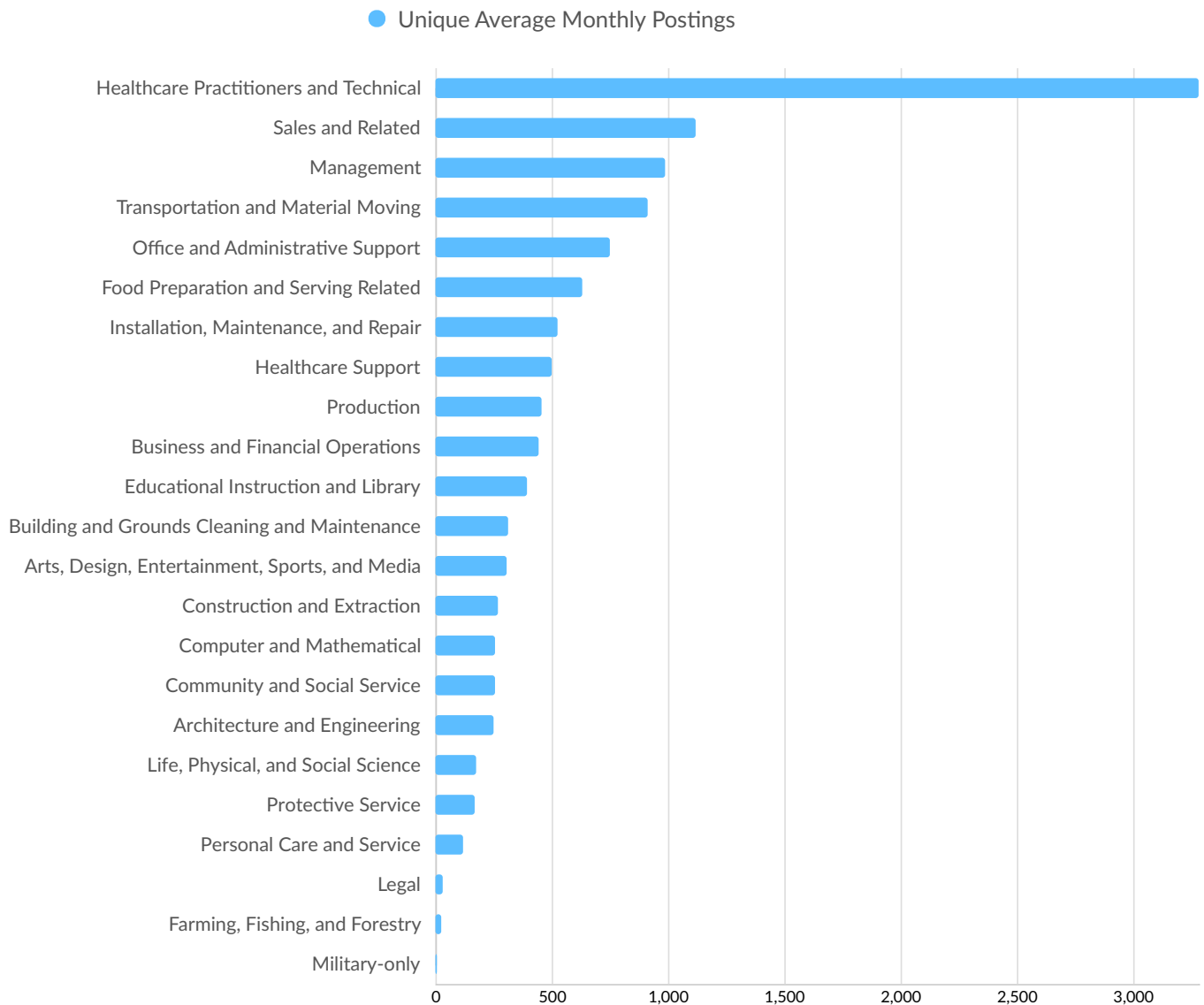
Top Occupation Employment Concentration



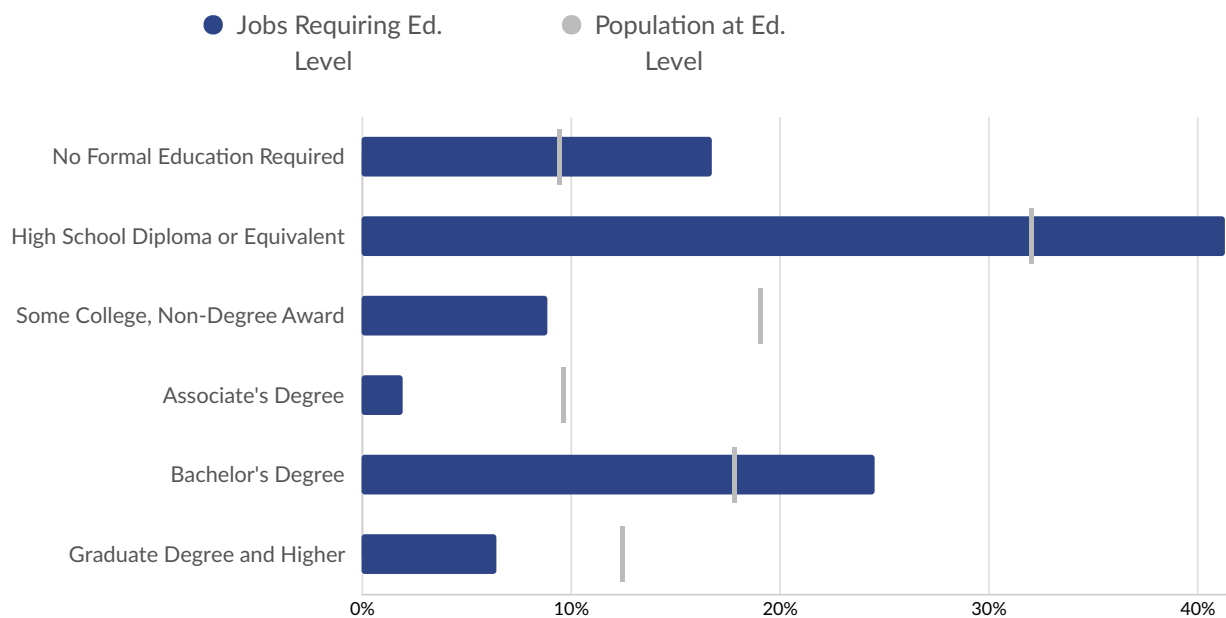
Top Occupation Earnings



Top Posted Occupations

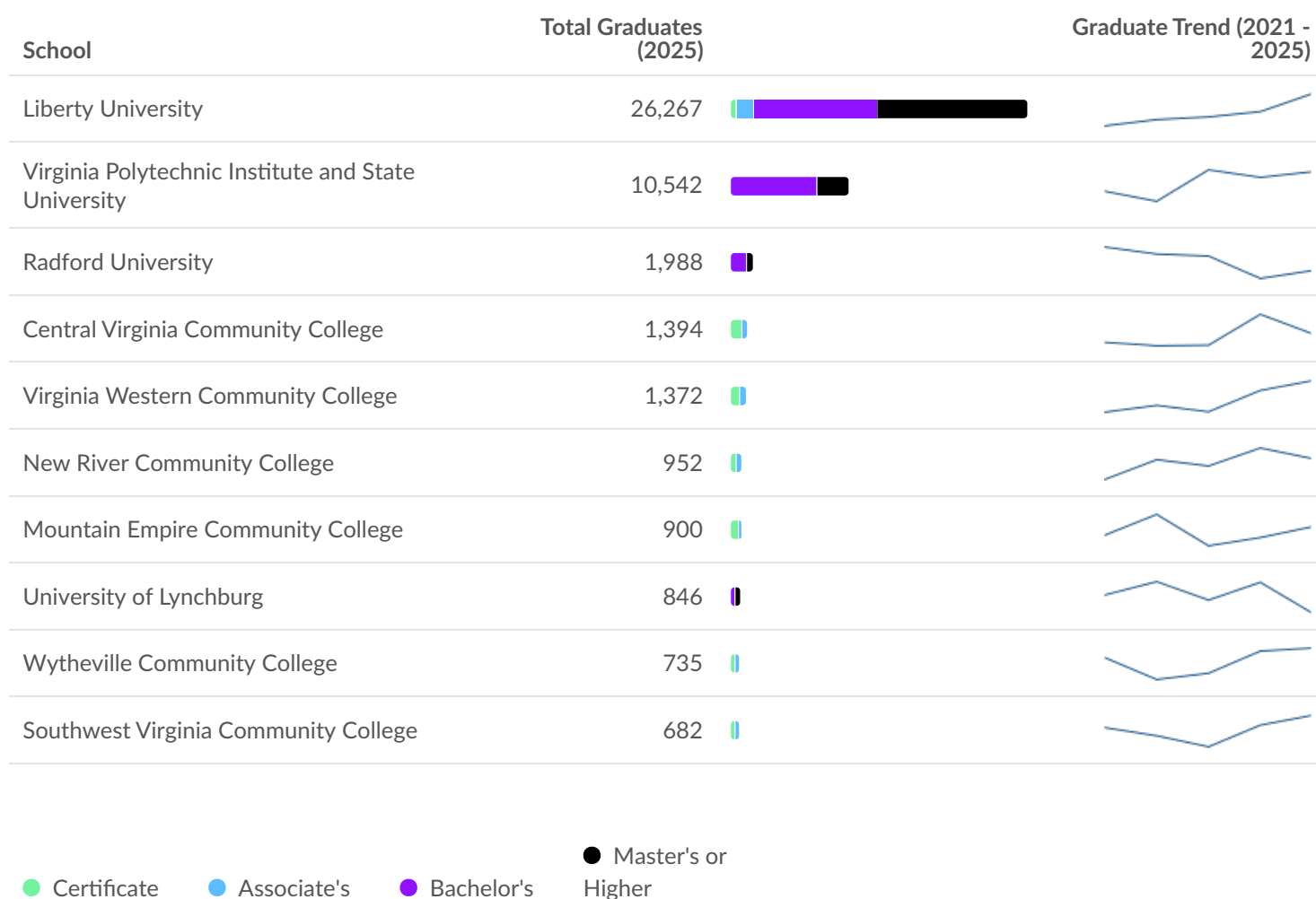


Underemployment

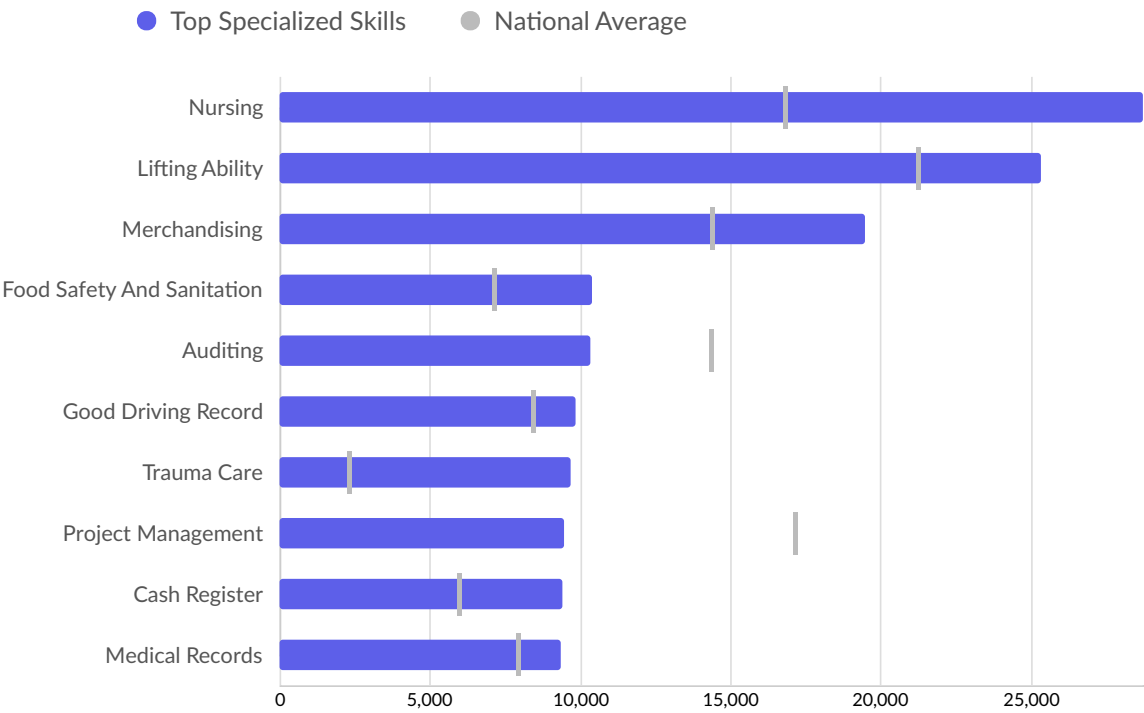


Educational Pipeline

In 2025, there were 50,640 graduates in Appalachian Power Company-Served Virginia Counties. This pipeline has grown by 10% over the last 5 years. The highest share of these graduates come from "Business Administration and Management, General" (Bachelor's), "Psychology, General" (Bachelor's), and "Business Administration and Management, General" (Master's or Higher).



In-Demand Skills



Appendix A (Geographies)

Code	Description
51003	Albemarle County, VA
51009	Amherst County, VA
51019	Bedford County, VA
51021	Bland County, VA
51023	Botetourt County, VA
51027	Buchanan County, VA
51031	Campbell County, VA
51035	Carroll County, VA
51045	Craig County, VA
51051	Dickenson County, VA
51063	Floyd County, VA
51067	Franklin County, VA

Code	Description
51071	Giles County, VA
51077	Grayson County, VA
51089	Henry County, VA
51121	Montgomery County, VA
51125	Nelson County, VA
51141	Patrick County, VA
51143	Pittsylvania County, VA
51155	Pulaski County, VA
51161	Roanoke County, VA
51167	Russell County, VA
51169	Scott County, VA
51173	Smyth County, VA

Code	Description
51185	Tazewell County, VA
51191	Washington County, VA
51195	Wise County, VA
51197	Wythe County, VA
51640	Galax City County, VA

Code	Description
51680	Lynchburg City County, VA
51690	Martinsville City County, VA
51750	Radford City County, VA
51770	Roanoke City County, VA
51775	Salem City County, VA