



Appalachian Power Company-Served West Virginia Counties



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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	See Appendix A for all 23 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

876,736

Population (2025)

Population **decreased by 36,534** over the last 5 years and is projected to **decrease by 31,843** over the next 5 years.

385,806

Total Regional Employment

Jobs **grew by 24,216** over the last 5 years and are projected to **grow by 4,248** over the next 5 years.

\$70.6K

Avg. Earnings Per Job (2025)

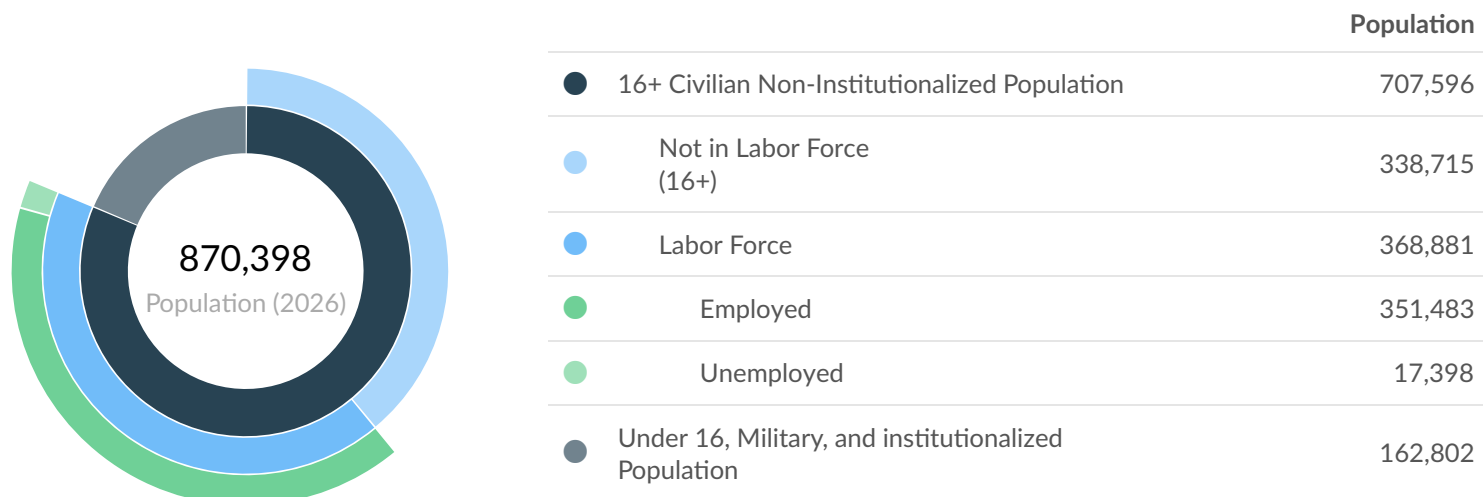
Regional average earnings per job are **\$20.0K below** the national average earnings of \$90.6K per job.

Takeaways

- As of 2025 the region's population **declined by 4.0%** since 2020, falling by 36,534. Population is expected to **decrease by 3.6%** between 2025 and 2030, losing 31,843.
- From 2020 to 2025, jobs **increased by 6.7%** in Appalachian Power Company-Served West Virginia Counties from 361,591 to **385,806**. This change **fell short of the national growth rate of 10.7% by 4.0%**. As the number of jobs increased, the **labor force participation rate increased from 51.1% to 51.3% between 2020 and 2025**.
- Concerning educational attainment, **14.3% of the selected regions' residents possess a Bachelor's Degree** (7.5% 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, General Medical and Surgical Hospitals, and Education and Hospitals (Local Government).

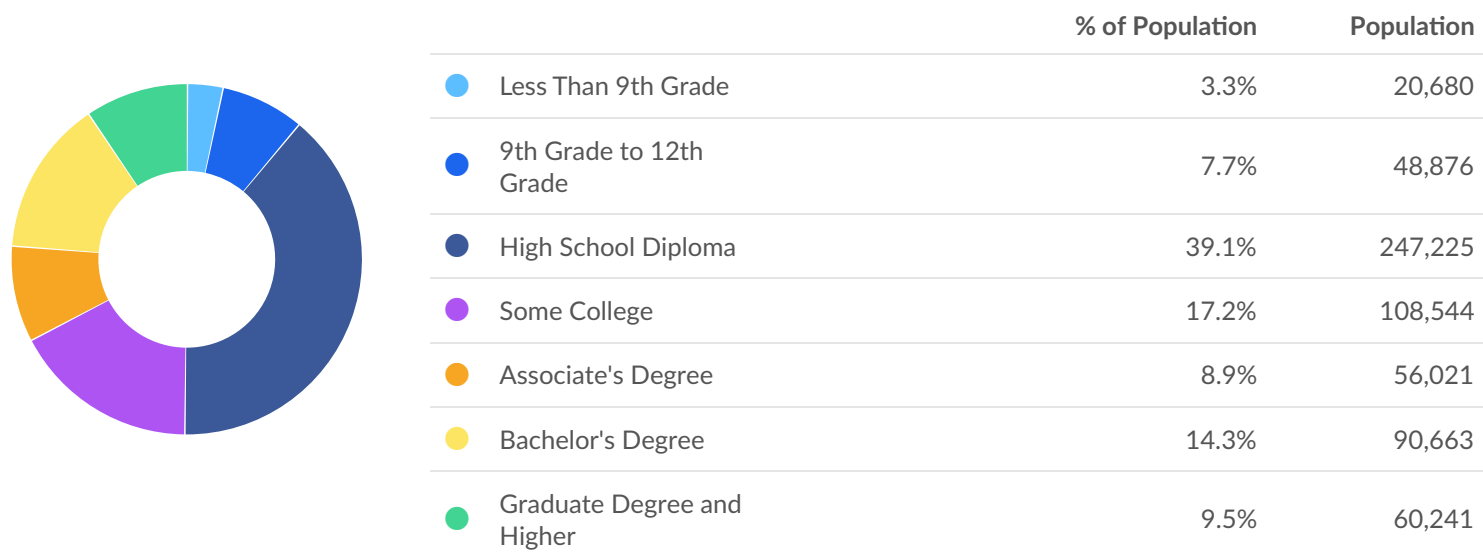
	Population (2026)	Labor Force (Jun 2026)	Jobs (2025)	Cost of Living	GRP	Imports	Exports
Region	870,398	368,881	385,806	93.6	\$55.92B	\$66.39B	\$82.20B
State	1,762,970	782,299	770,841	95.0	\$107.55B	\$135.09B	\$168.03B

Jun 2026 Labor Force Breakdown



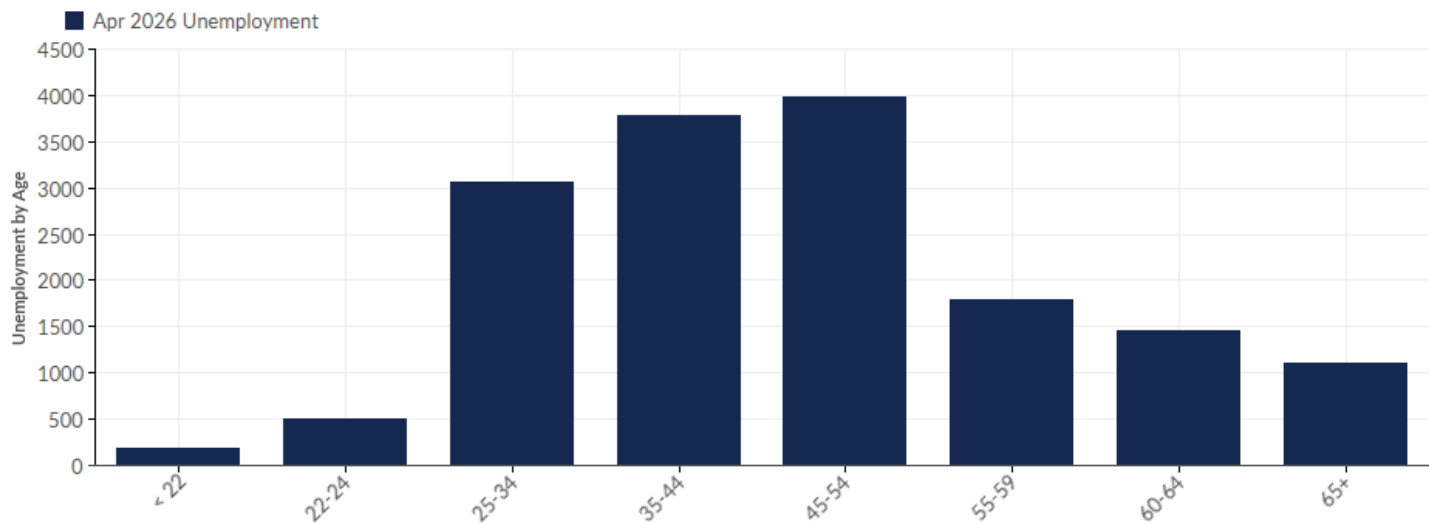
Educational Attainment

Concerning educational attainment, **14.3% of the selected regions' residents possess a Bachelor's Degree** (7.5% below the national average), and **8.9% hold an Associate's Degree** (0.0% above the national average).



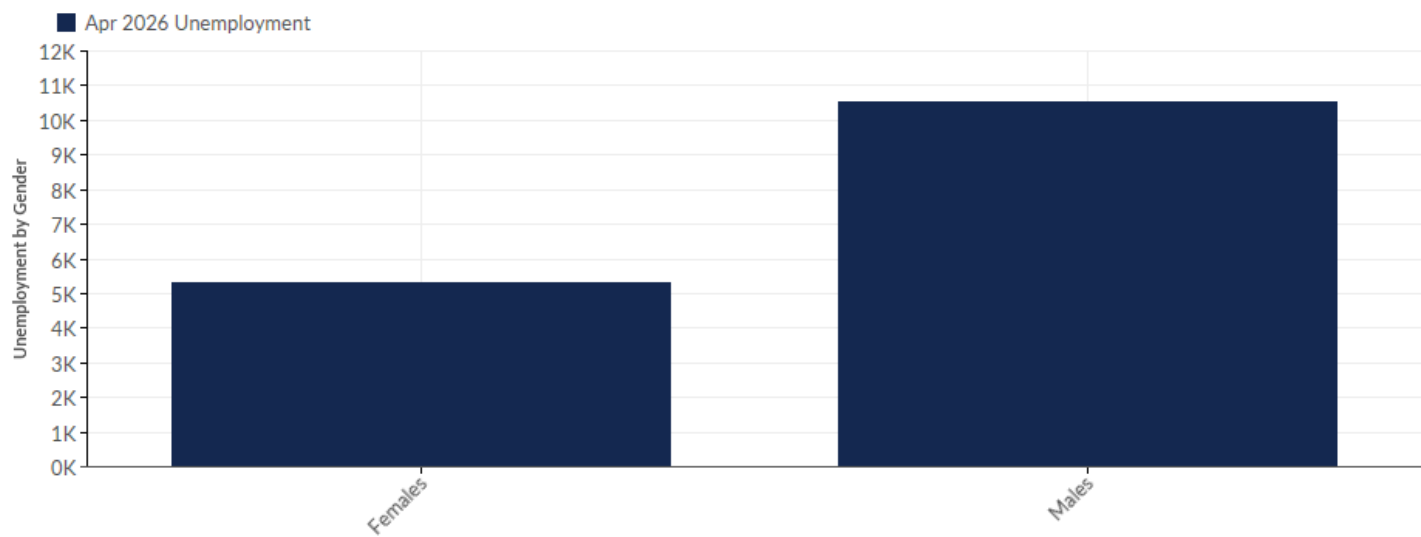
Unemployment by Demographics

Unemployment by Age



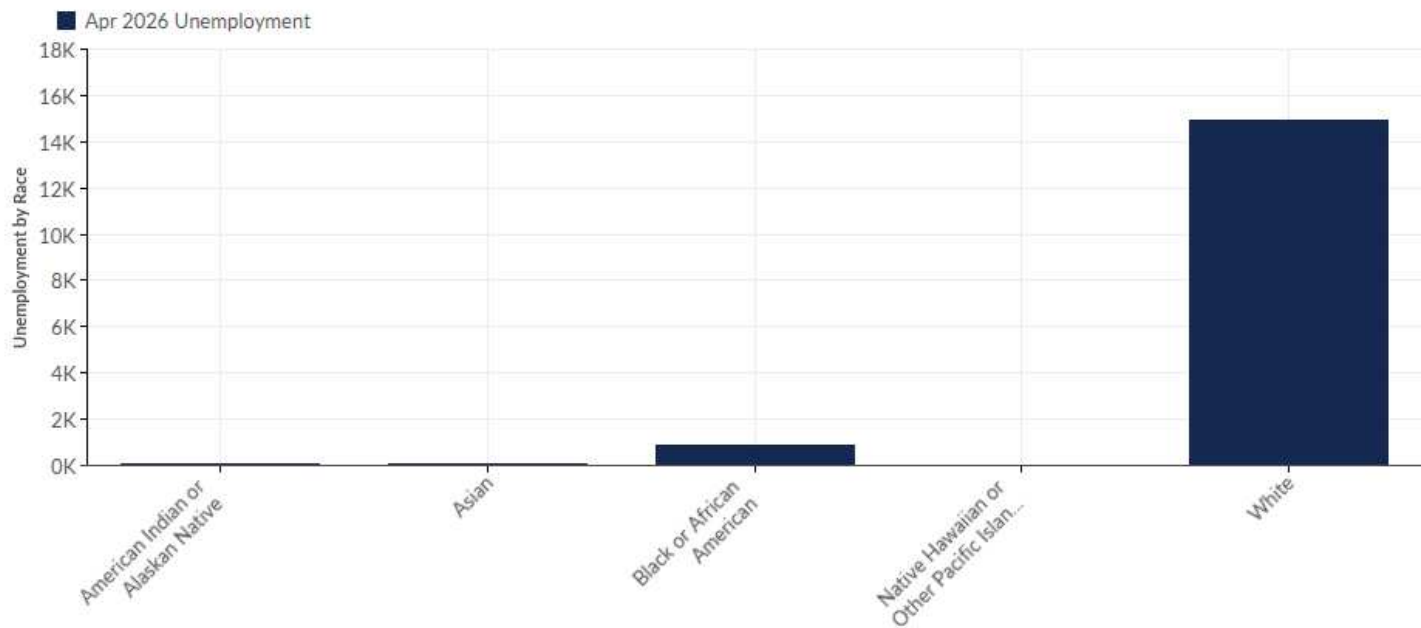
Age	Unemployment (Apr 2026)	% of Unemployed
< 22	190	1.20%
22-24	504	3.18%
25-34	3,054	19.25%
35-44	3,781	23.84%
45-54	3,988	25.14%
55-59	1,786	11.26%
60-64	1,463	9.22%
65+	1,097	6.92%
Total	15,861	100.00%

Unemployment by Gender



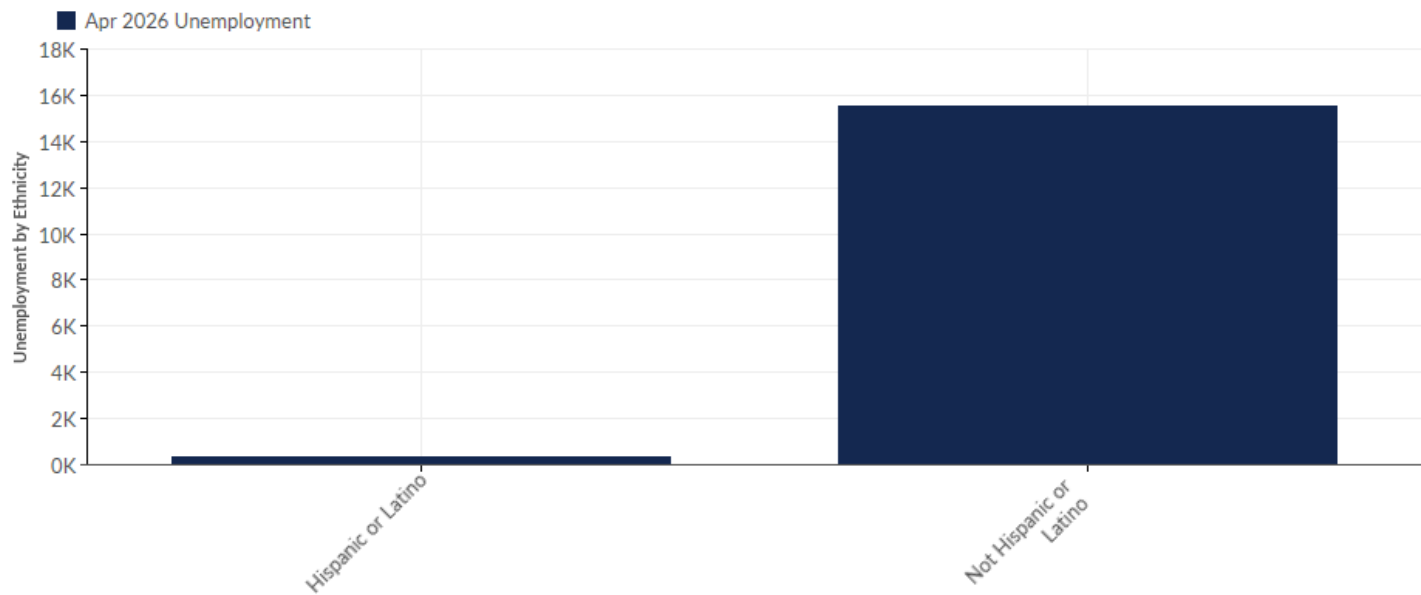
Gender	Unemployment (Apr 2026)	% of Unemployed
Females	5,311	33.48%
Males	10,550	66.52%
Total	15,861	100.00%

Unemployment by Race



Race	Unemployment (Apr 2026)	% of Unemployed
American Indian or Alaskan Native	43	0.27%
Asian	45	0.28%
Black or African American	866	5.46%
Native Hawaiian or Other Pacific Islander	18	0.11%
White	14,890	93.88%
Total	15,861	100.00%

Unemployment by Ethnicity

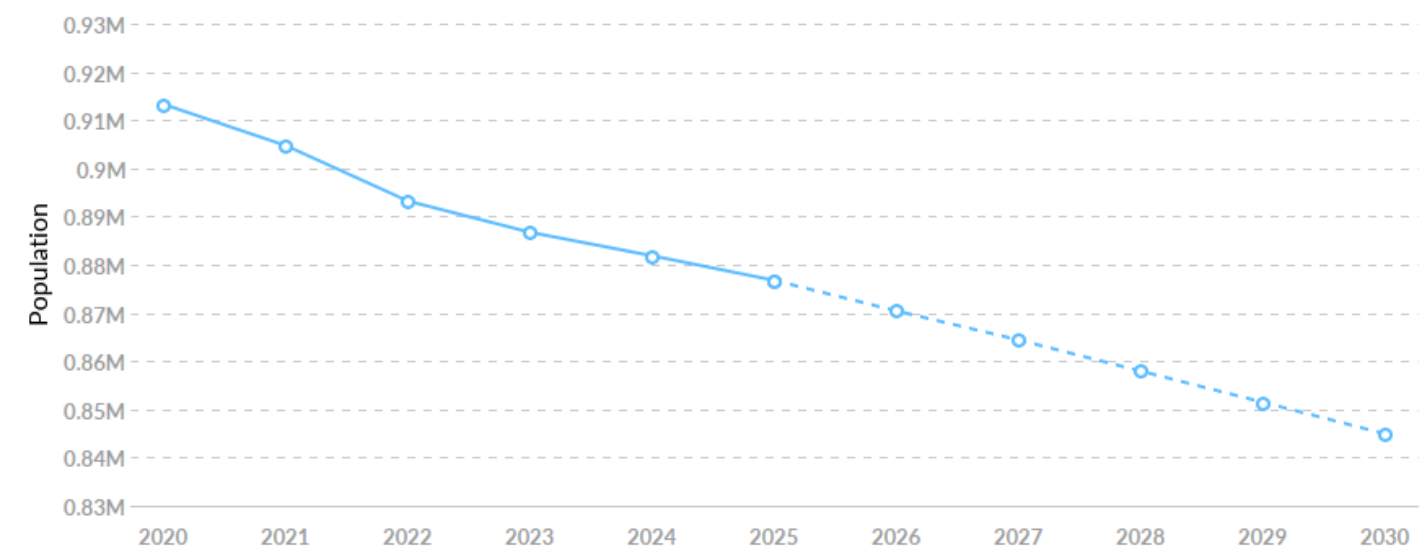


Ethnicity	Unemployment (Apr 2026)	% of Unemployed
Hispanic or Latino	317	2.00%
Not Hispanic or Latino	15,544	98.00%
Total	15,861	100.00%

Historic & Projected Trends

Population Trends

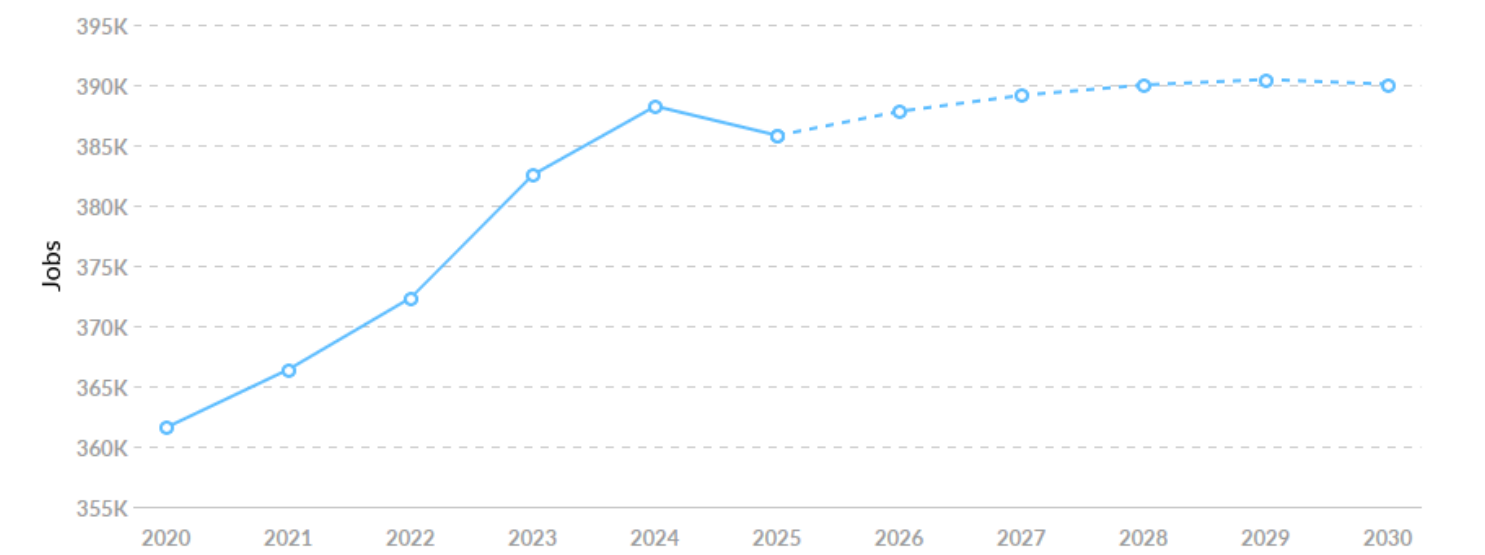
As of 2025 the region's population **declined by 4.0%** since 2020, falling by 36,534. Population is expected to **decrease by 3.6%** between 2025 and 2030, losing 31,843.



Timeframe	Population
2020	913,270
2021	904,698
2022	893,202
2023	886,716
2024	881,845
2025	876,736
2026	870,398
2027	864,376
2028	857,917
2029	851,447
2030	844,893

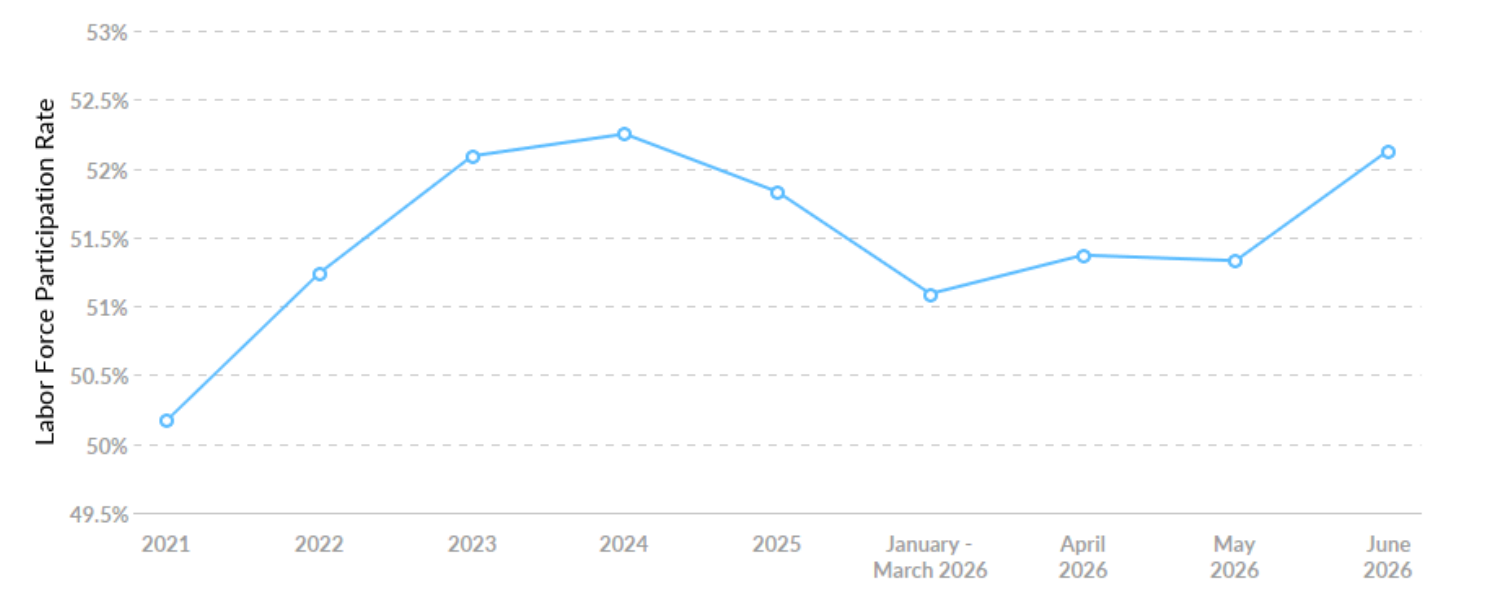
Job Trends

From 2020 to 2025, jobs **increased by 6.7%** in Appalachian Power Company-Served West Virginia Counties from 361,591 to **385,806**. This change **fell short of the national growth rate of 10.7%** by 4.0%.



Timeframe	Jobs
2020	361,591
2021	366,408
2022	372,350
2023	382,558
2024	388,233
2025	385,806
2026	387,808
2027	389,140
2028	390,000
2029	390,453
2030	390,055

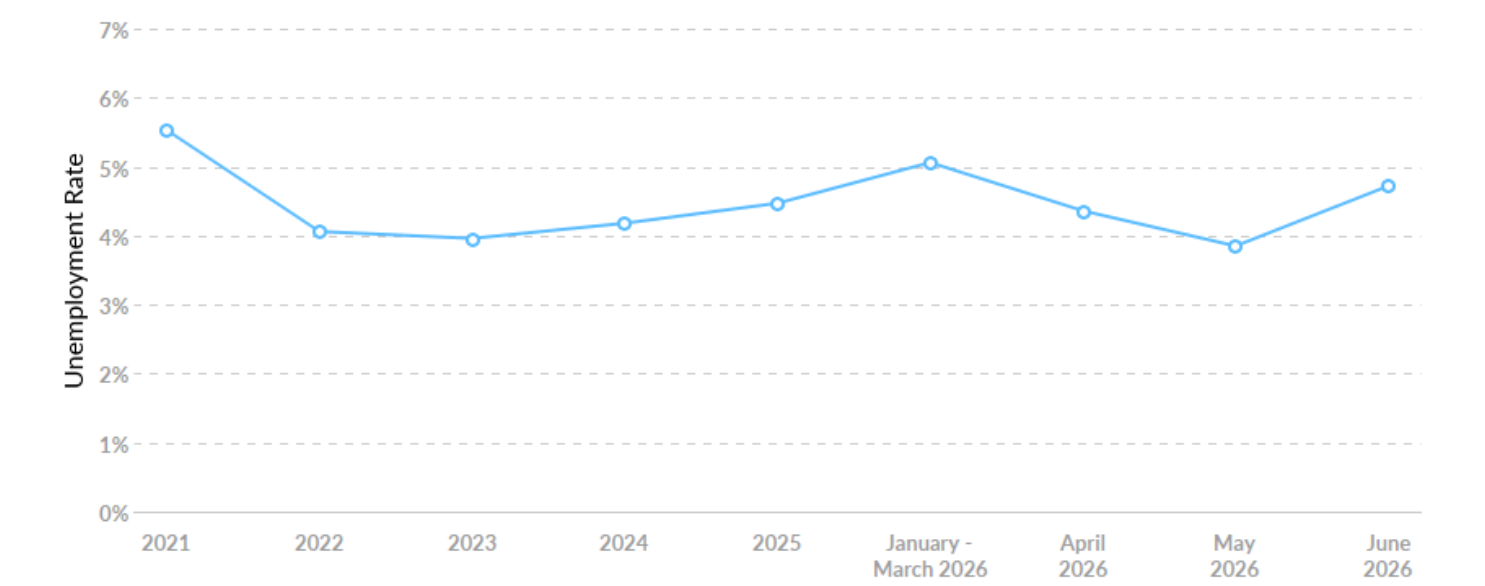
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2021	50.17%
2022	51.24%
2023	52.09%
2024	52.25%
2025	51.83%
January - March 2026	51.09%
April 2026	51.37%
May 2026	51.33%
June 2026	52.13%

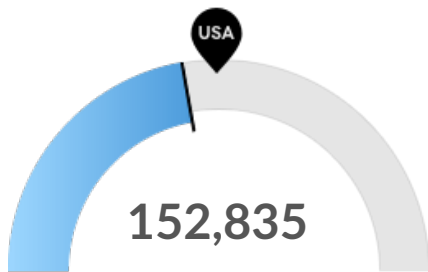
Unemployment Rate Trends

Your areas had a June 2026 unemployment rate of 4.72%, **decreasing from 5.53%** 5 years before.



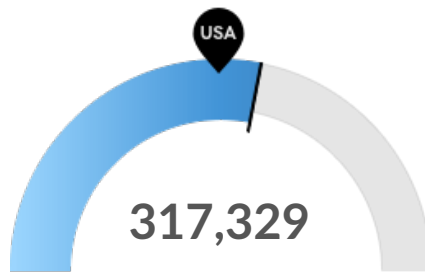
Timeframe	Unemployment Rate
2021	5.53%
2022	4.06%
2023	3.96%
2024	4.18%
2025	4.47%
January - March 2026	5.06%
April 2026	4.36%
May 2026	3.85%
June 2026	4.72%

Population Characteristics



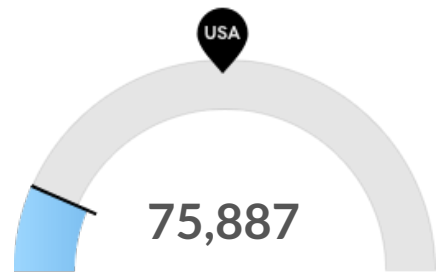
Millennials

Your area has 152,835 millennials (ages 25-39). The national average for an area this size is 180,522.



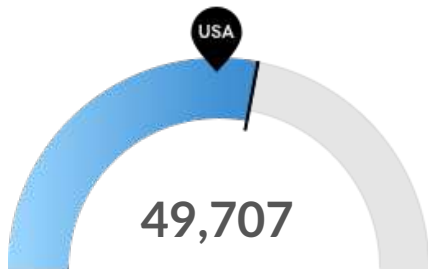
Retiring Soon

Retirement risk is high in your area. The national average for an area this size is 266,649 people 55 or older, while there are 317,329 here.



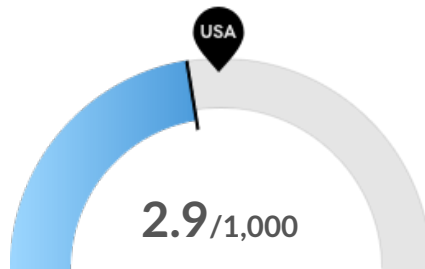
Racial Diversity

Racial diversity is low in your area. The national average for an area this size is 375,123 racially diverse people, while there are 75,887 here.



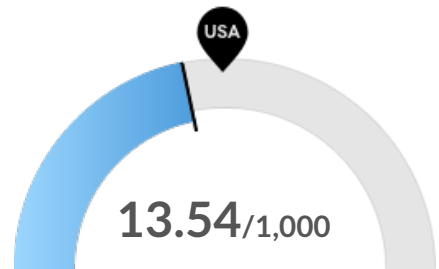
Veterans

Your area has 49,707 veterans. The national average for an area this size is 41,967.



Violent Crime

Your area has 2.9 violent crimes per 1,000 people. The national rate is 3.38 per 1,000 people.

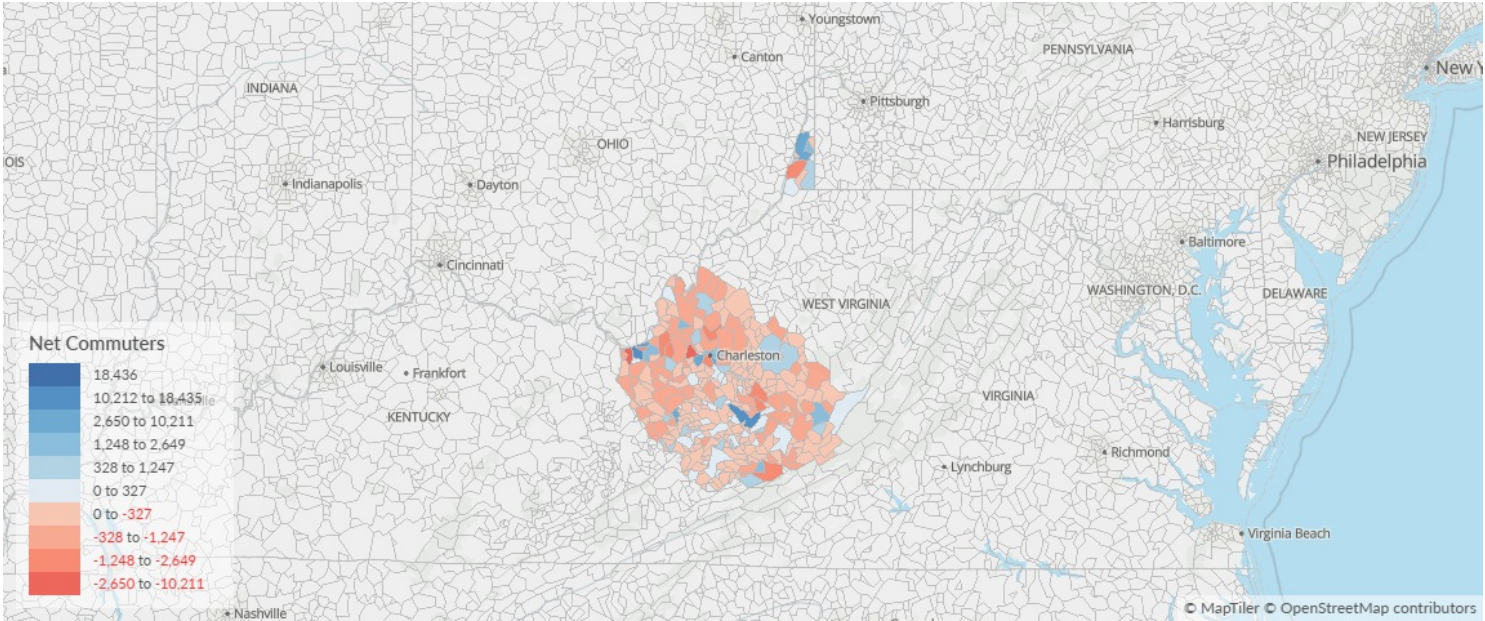


Property Crime

Your area has 13.54 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.



Where Talent Works

ZIP	Name	2025 Employment
26003	Wheeling, WV (in Ohio ...	23,846
25801	Beckley, WV (in Raleigh...	23,255
25701	Huntington, WV (in Cab...	20,497
25301	Charleston, WV (in Kan...	20,189
25526	Hurricane, WV (in Putna...	10,471

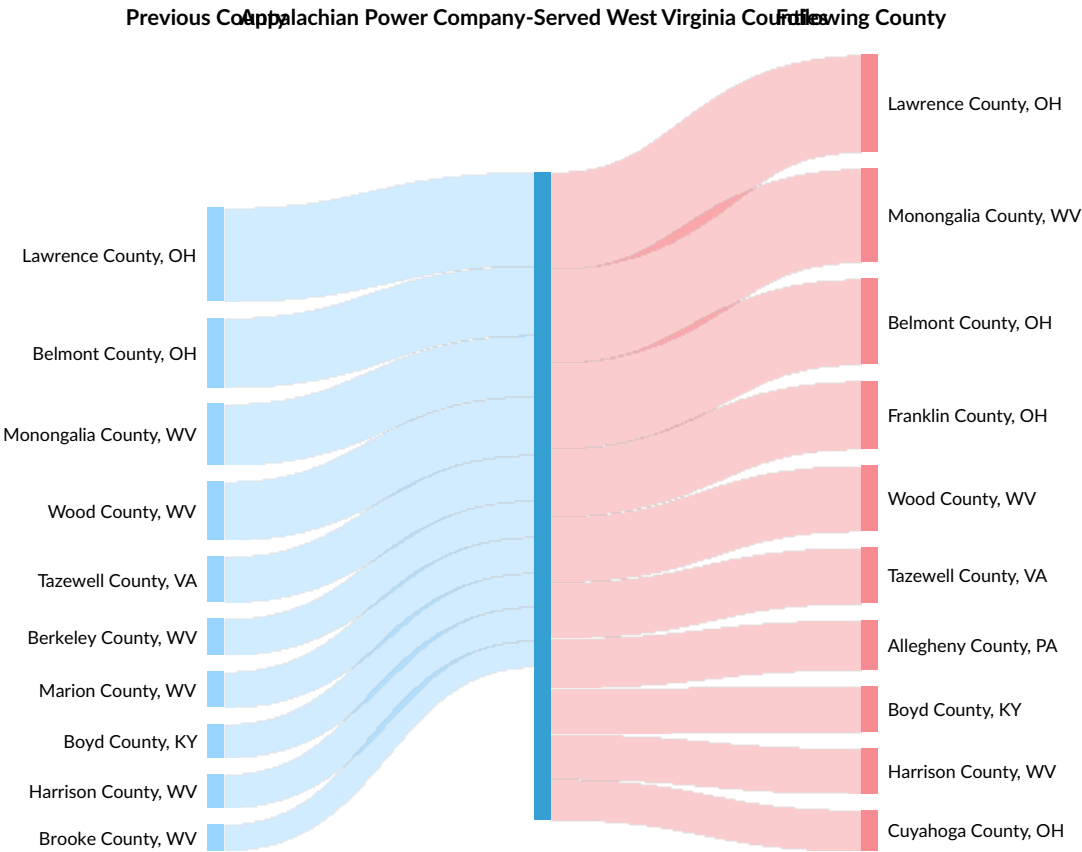
Where Talent Lives

ZIP	Name	2025 Workers
26003	Wheeling, WV (in Ohio ...	21,081
25801	Beckley, WV (in Raleigh...	12,720
25526	Hurricane, WV (in Putna...	11,294
25177	Saint Albans, WV (in Ka...	10,474
25701	Huntington, WV (in Cab...	10,286

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 2023, 455 people have migrated from Lawrence County, OH to Appalachian Power Company-Served West Virginia Counties. In the same year, 472 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 2023 was -821.



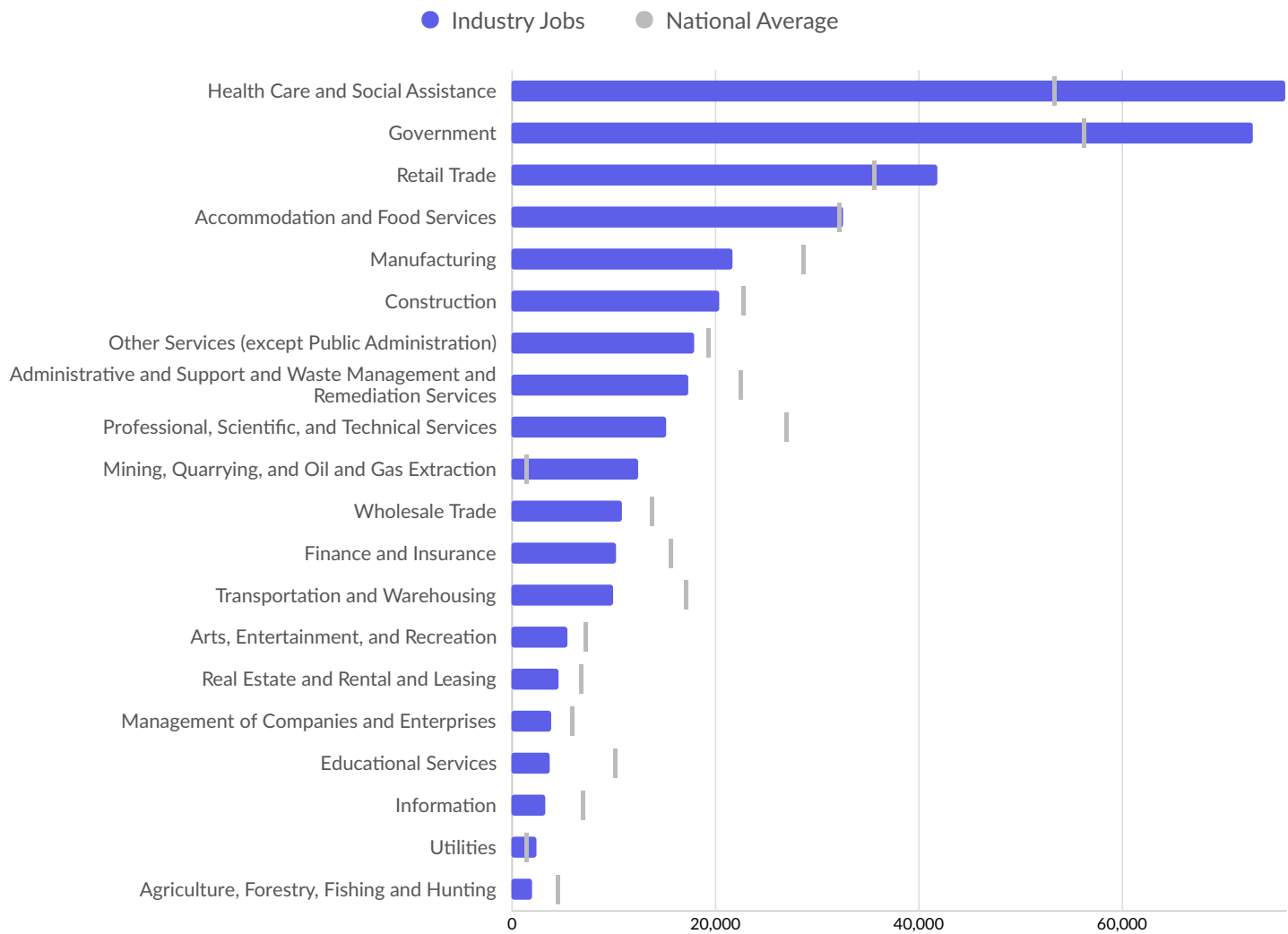
Top Previous Counties	Migrations
Lawrence County, OH	455
Belmont County, OH	337
Monongalia County, WV	297
Wood County, WV	285
Tazewell County, VA	222

Top Previous Counties	Migrations
Berkeley County, WV	177
Marion County, WV	174
Boyd County, KY	164
Harrison County, WV	164
Brooke County, WV	128
Franklin County, OH	122
Wetzel County, WV	118
Braxton County, WV	113
Pike County, KY	113
Cuyahoga County, OH	112
Top Following Counties	Migrations
Lawrence County, OH	472
Monongalia County, WV	456
Belmont County, OH	416
Franklin County, OH	330
Wood County, WV	319
Tazewell County, VA	272
Allegheny County, PA	242
Boyd County, KY	223
Harrison County, WV	219
Cuyahoga County, OH	199
Marion County, WV	191
Horry County, SC	190
Berkeley County, WV	171
Pike County, KY	138

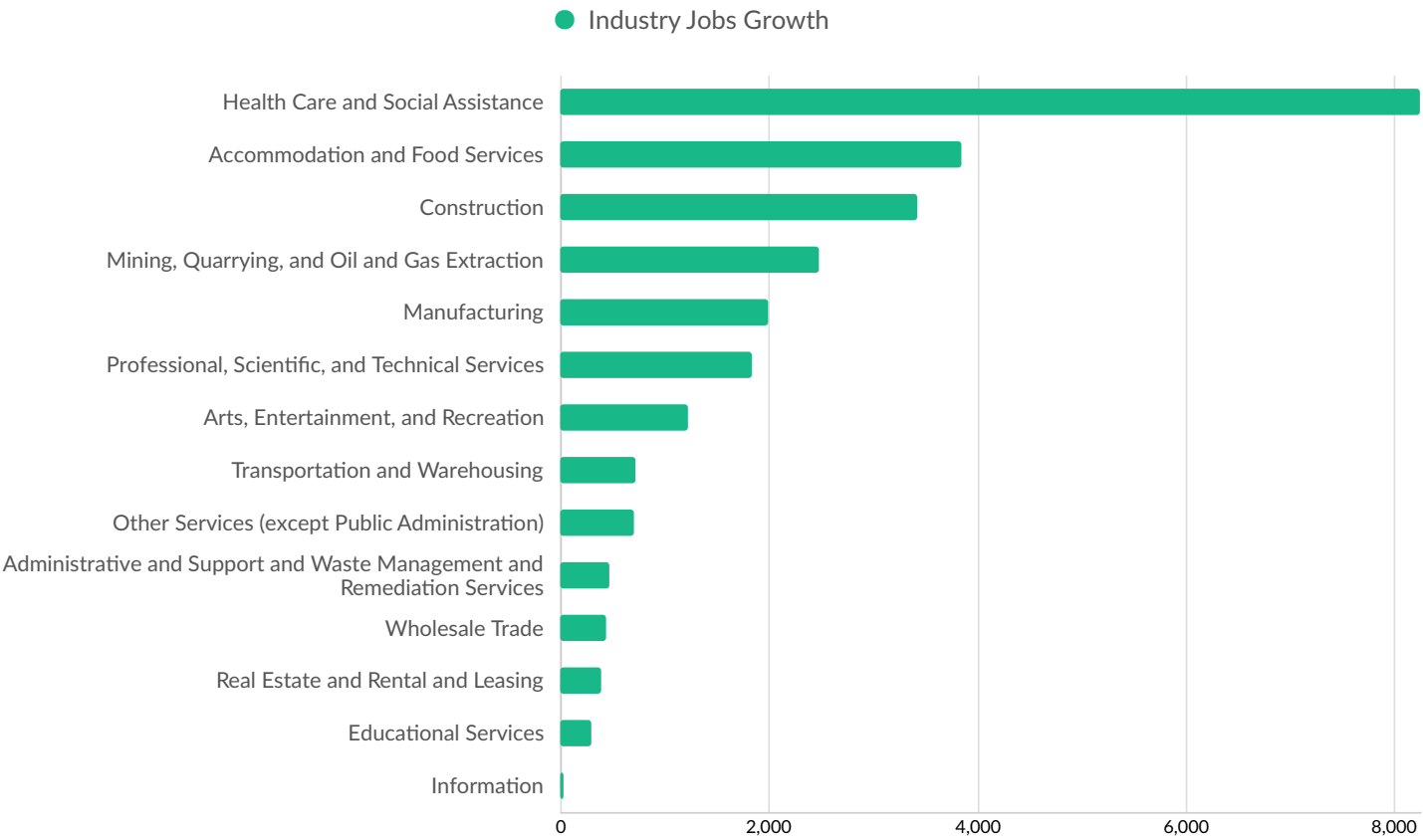
Top Following Counties	Migrations
Braxton County, WV	126

Industry Characteristics

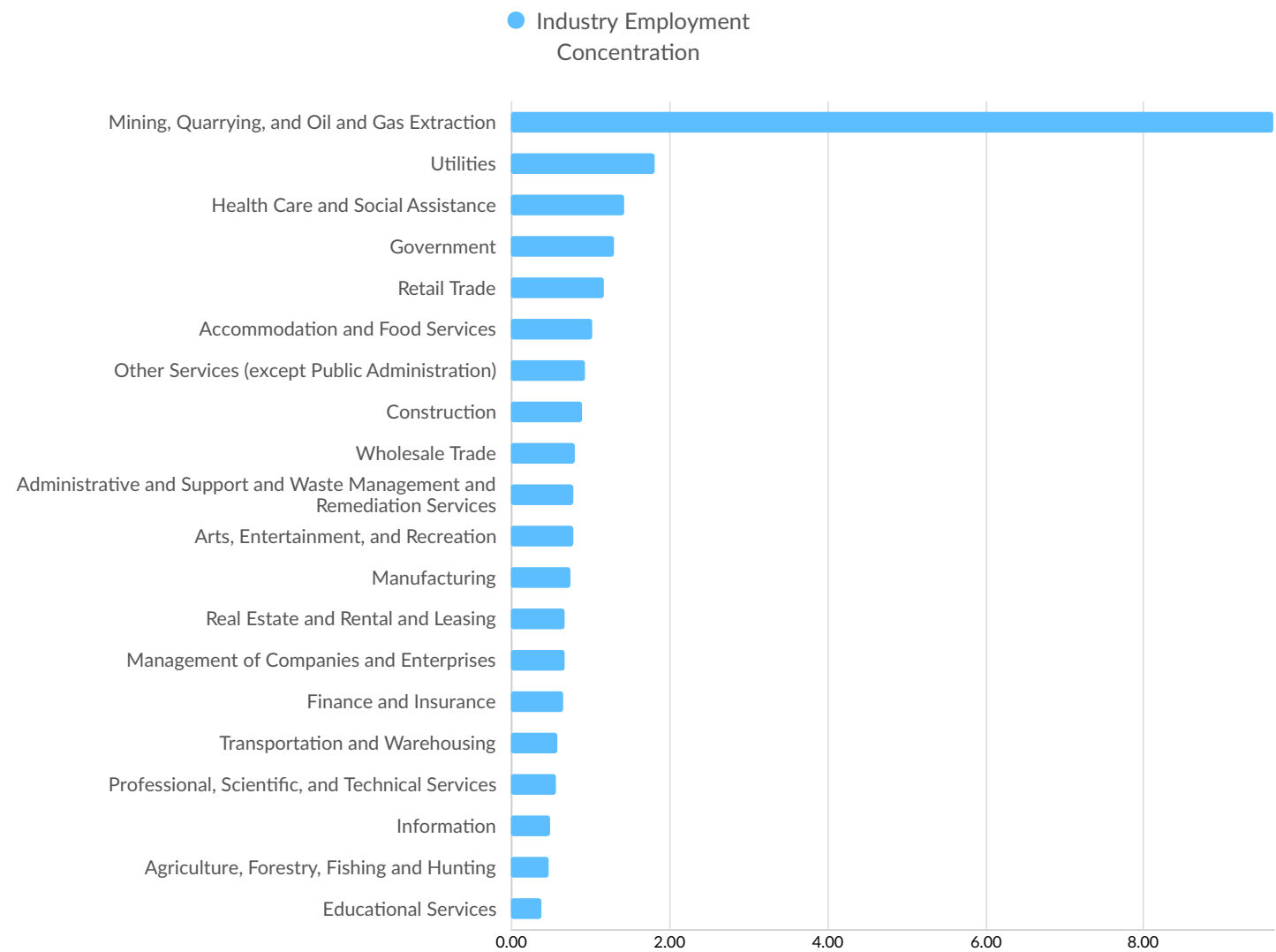
Largest Industries



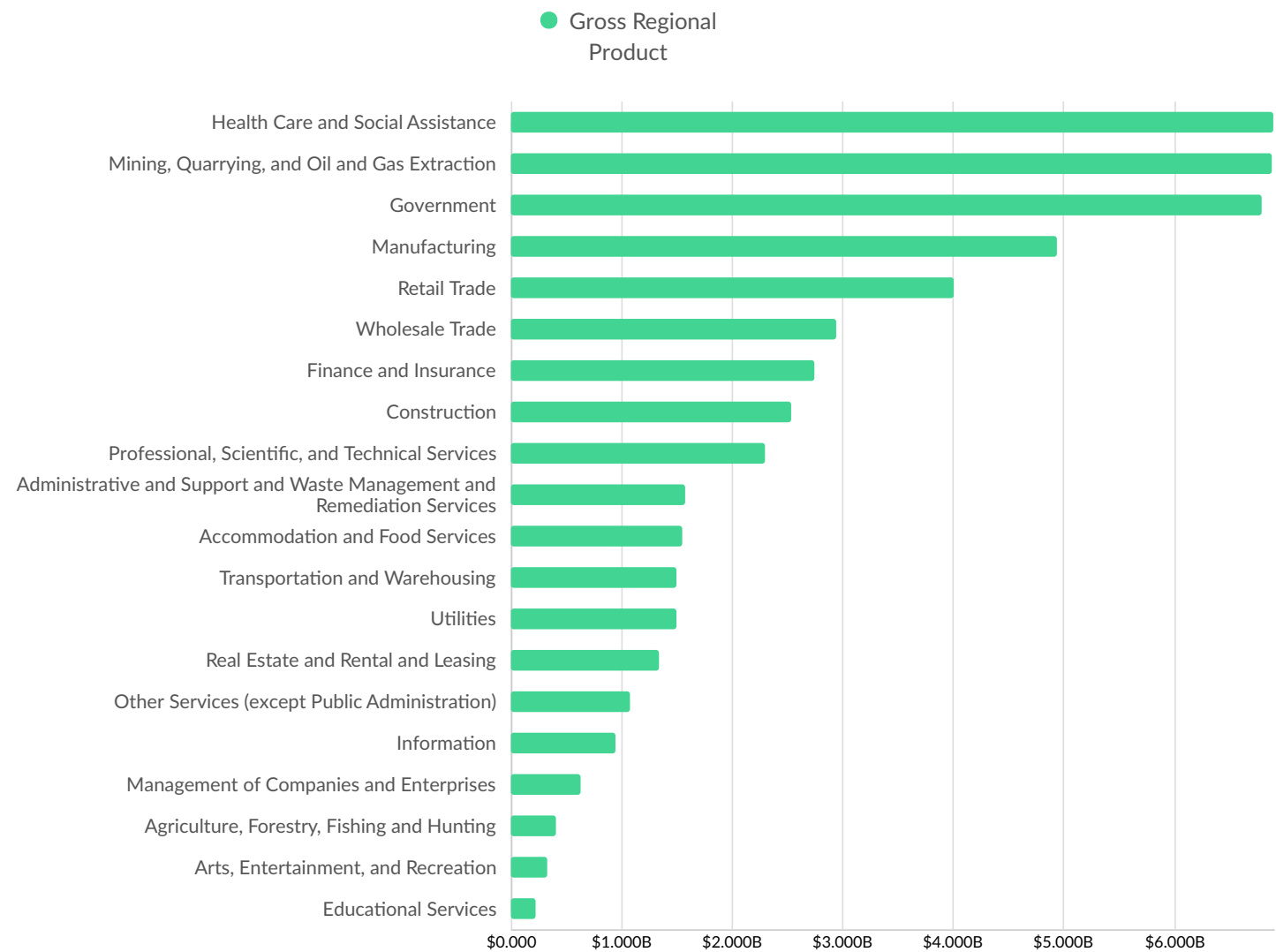
Top Growing Industries



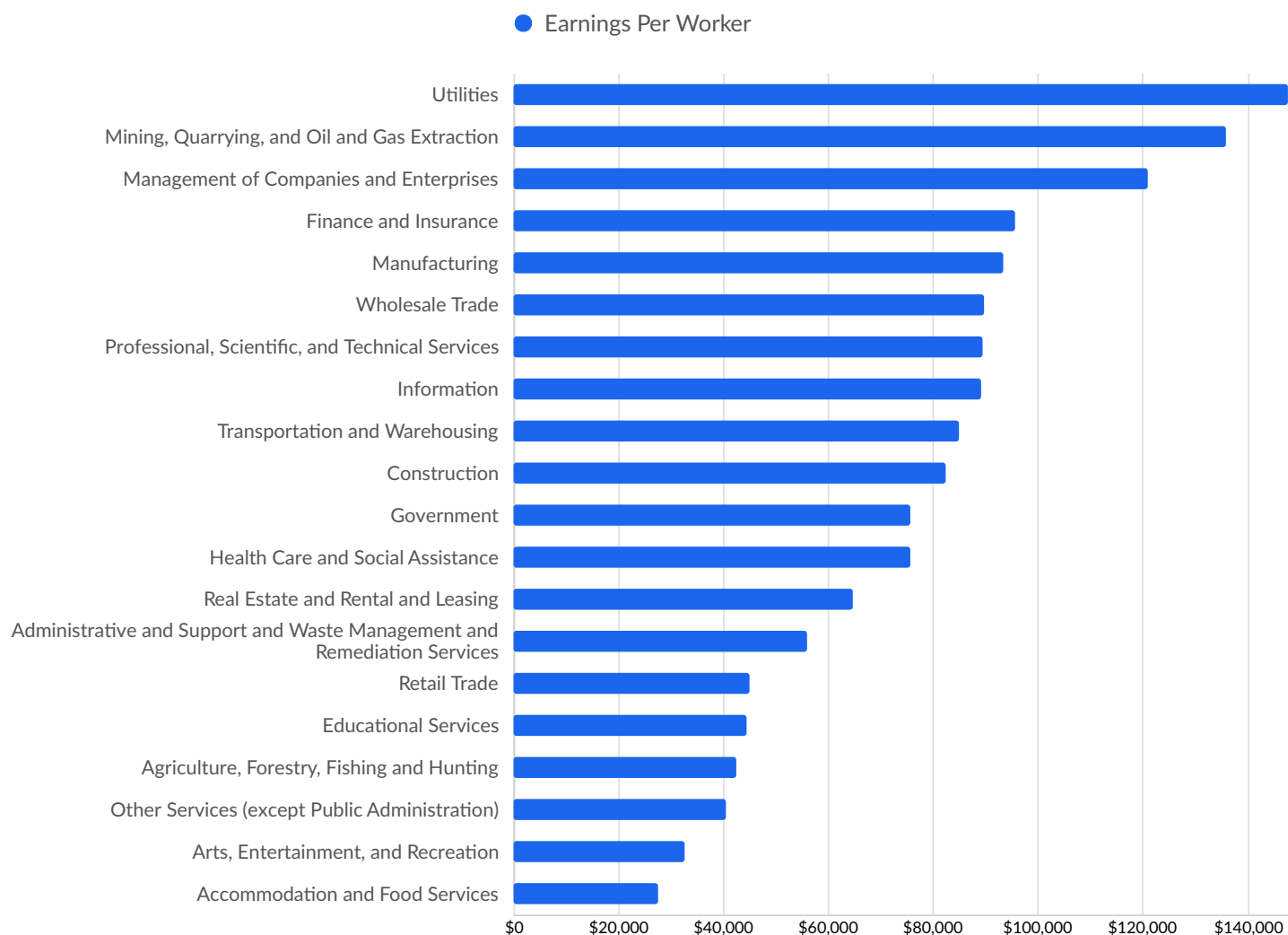
Top Industry Employment Concentration



Top Industry GRP



Top Industry Earnings



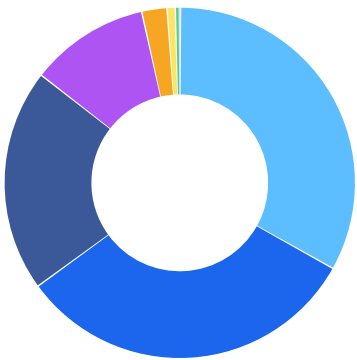
Business Characteristics

39,341 Companies Employ Your Workers

Online profiles for your workers mention 39,341 companies as employers, with the top 10 appearing below. In the last 12 months, 6,373 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Marshall University	1,724	State Of West Virginia	2,485
Kanawha County Board Of Educ...	1,511	Marshall Health	1,184
Charleston Area Medical Center	1,271	CVS Health	1,084
Camc	1,248	WVU Medicine	1,061
State Of West Virginia	954	Healthcare Services Group	993
Kanawha County Schools	811	Cardinal Health	956
Walmart	713	Lumen Technologies	891
United States Army	646	Walmart	838
United States Department of Ve...	641	Sam Houston State University	821
Kroger	635	Kroger	806

Business Size

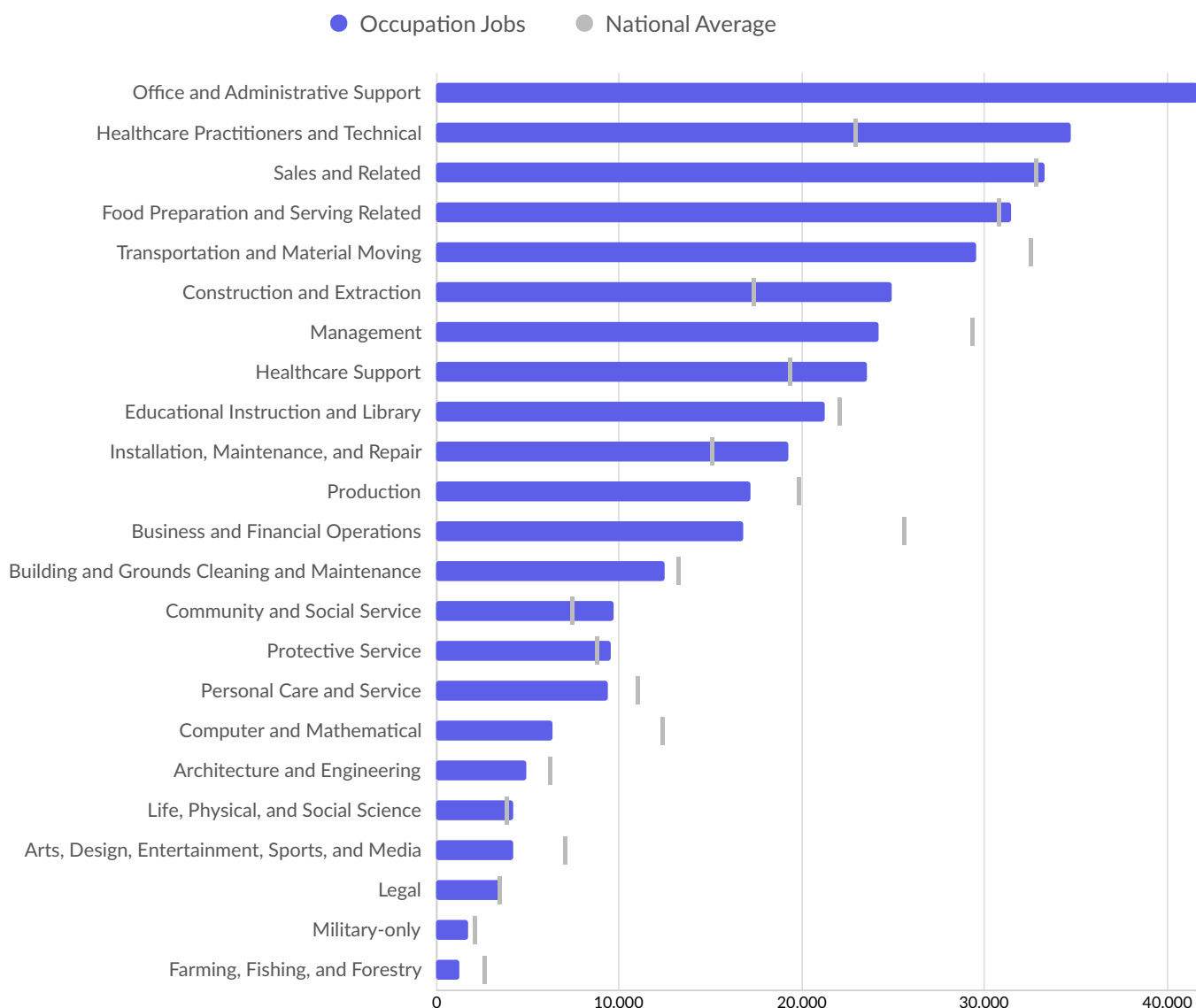


	Percentage	Business Count
1 to 4 employees	33.0%	10,729
5 to 9 employees	31.9%	10,350
10 to 19 employees	20.5%	6,668
20 to 49 employees	11.0%	3,571
50 to 99 employees	2.3%	755
100 to 249 employees	0.8%	246
250 to 499 employees	0.4%	121
500+ employees	0.1%	34

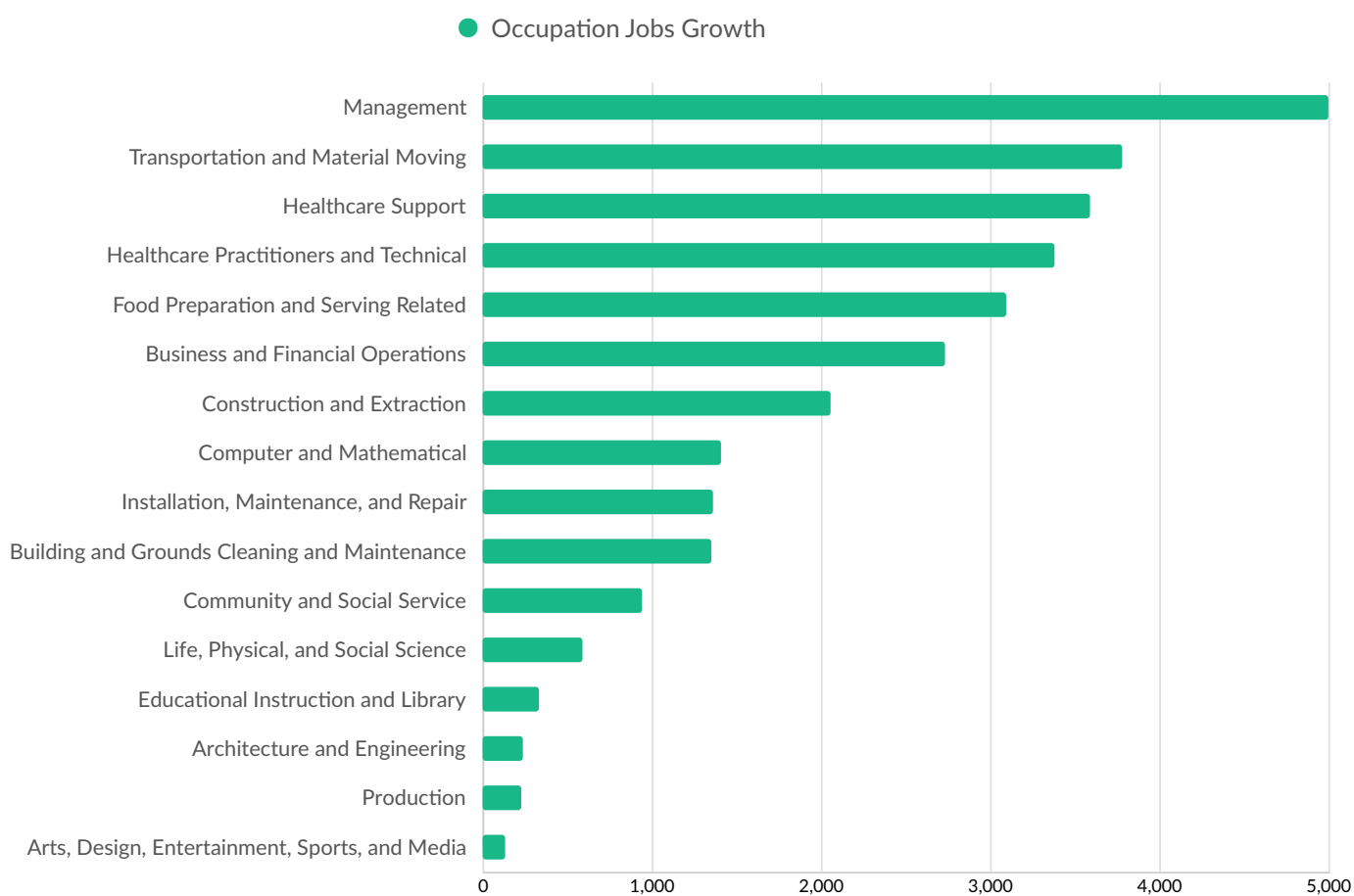
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

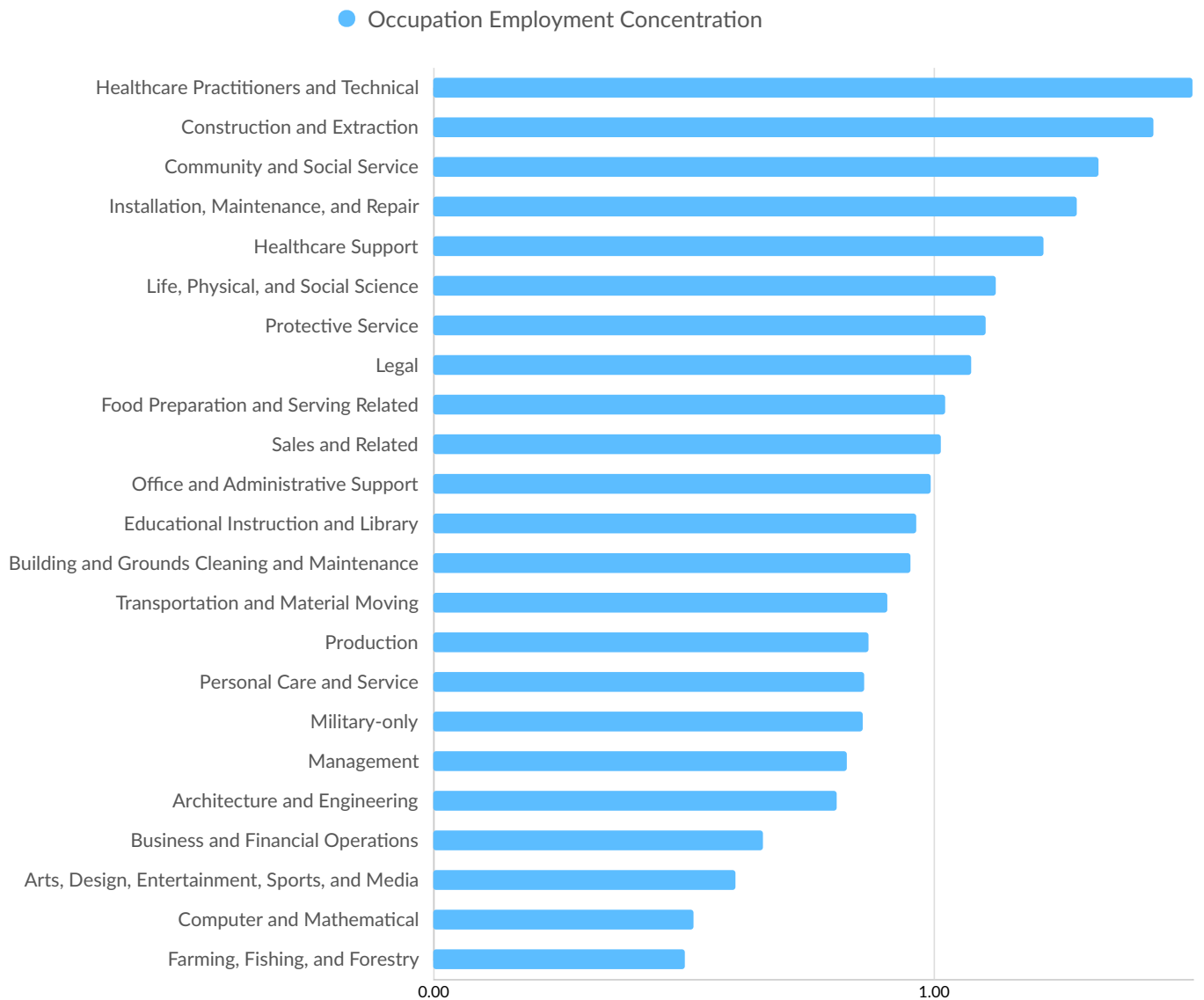
Largest Occupations



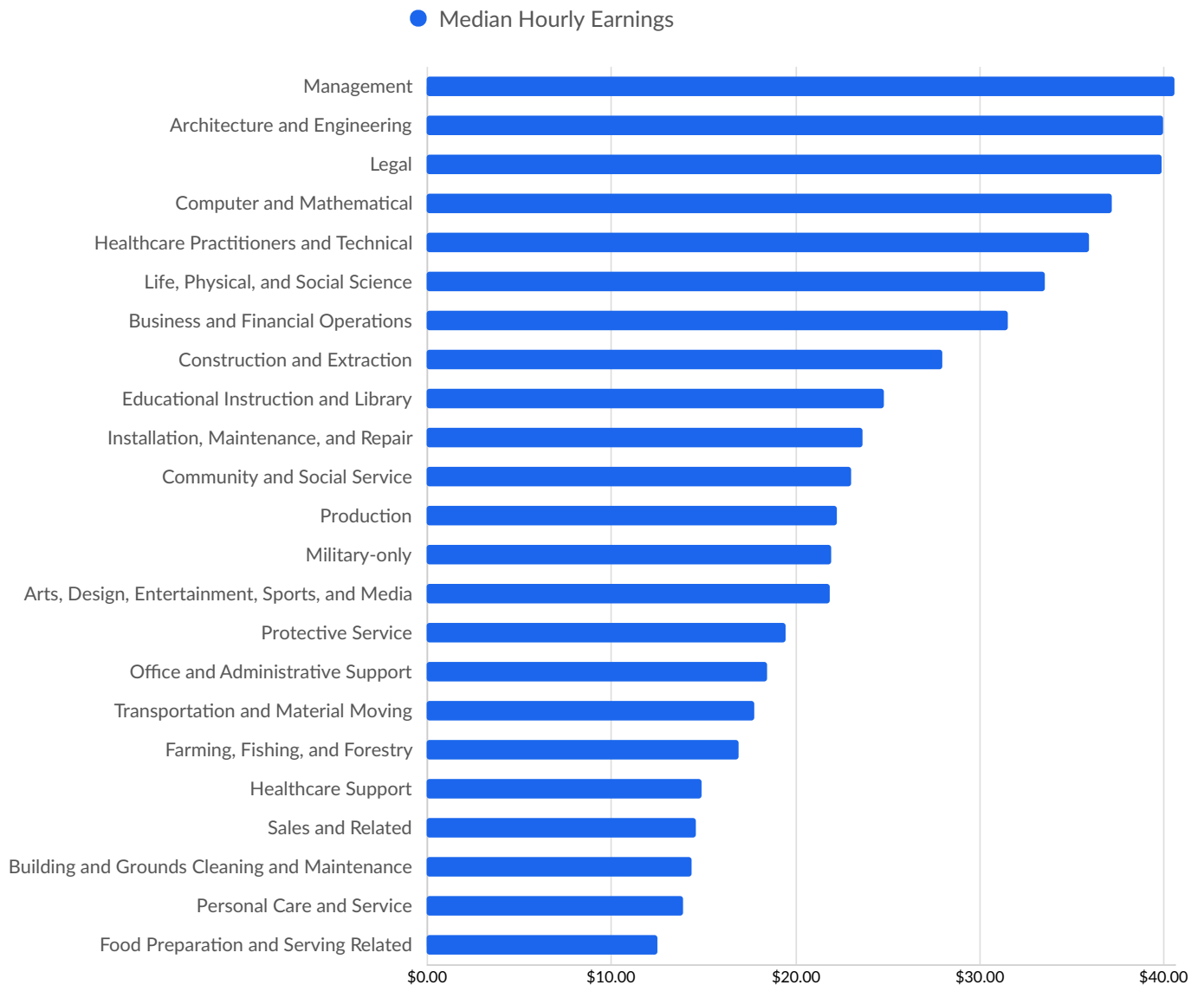
Top Growing Occupations



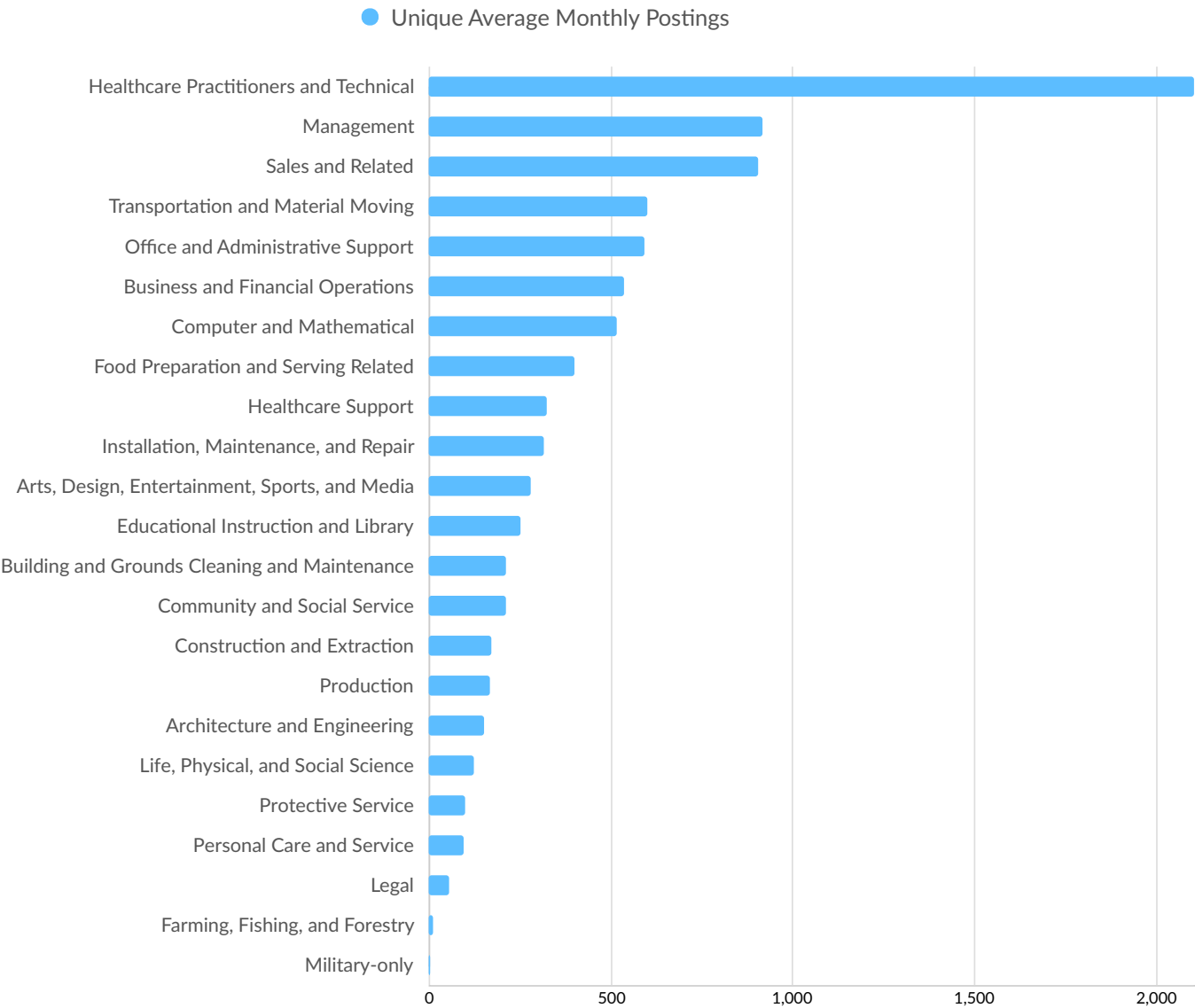
Top Occupation Employment Concentration



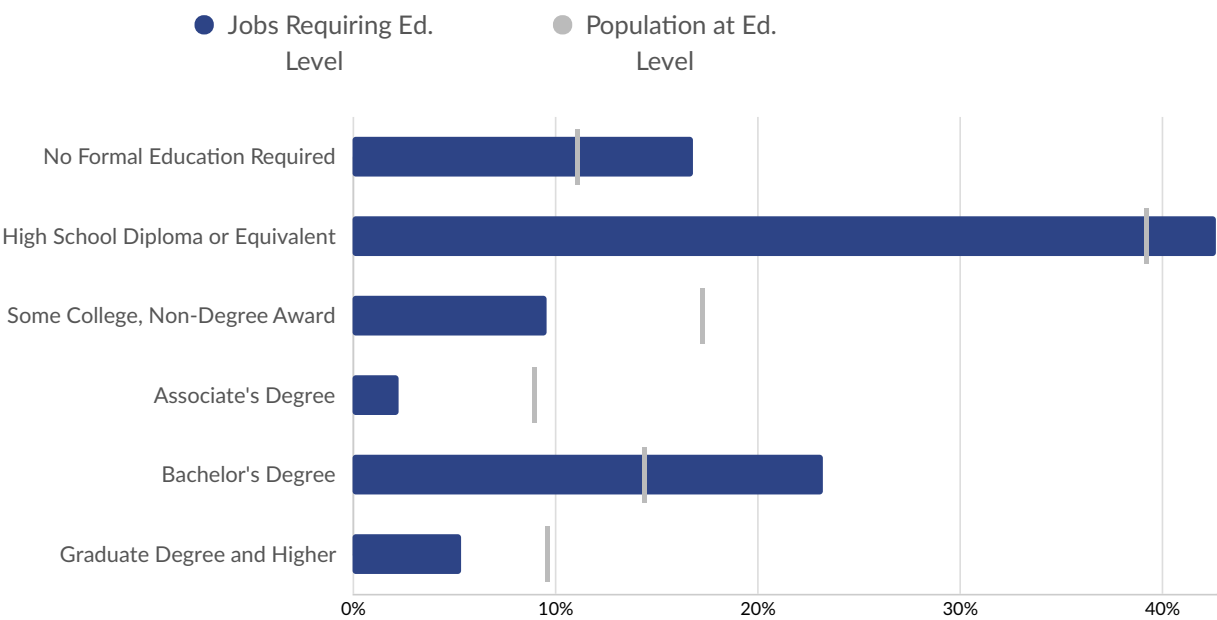
Top Occupation Earnings



Top Posted Occupations

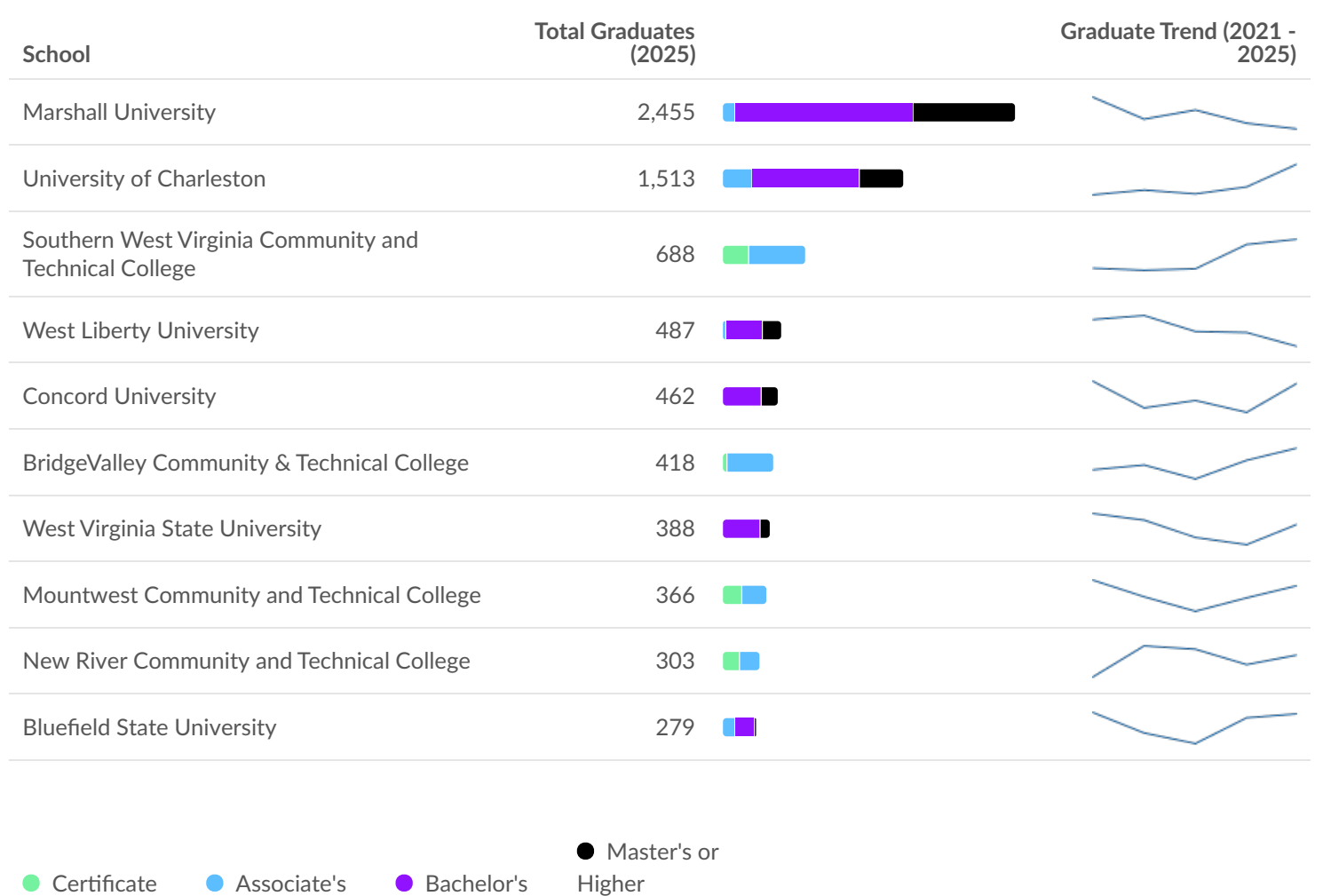


Underemployment

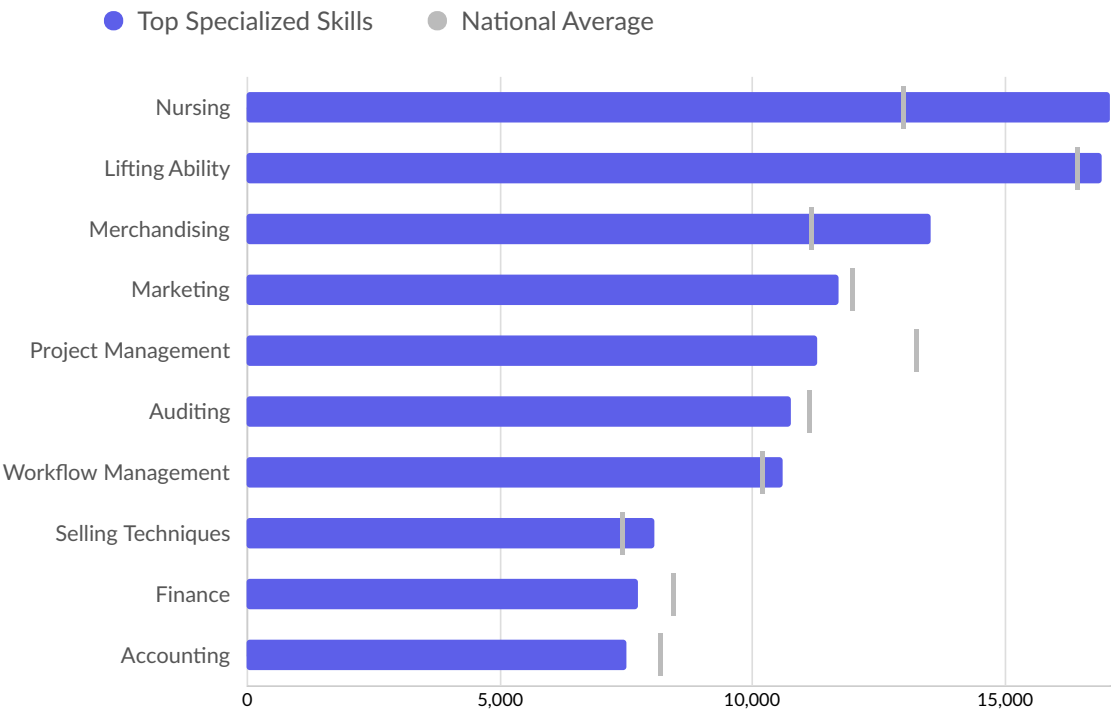


Educational Pipeline

In 2025, there were 9,414 graduates in Appalachian Power Company-Served West Virginia Counties. This pipeline has grown by 5% over the last 5 years. The highest share of these graduates come from "Registered Nursing/Registered Nurse" (Associate's), "Organizational Leadership" (Bachelor's), and "General Studies" (Bachelor's).



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