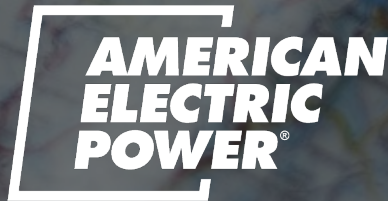




Appalachian Power Company-Served West Virginia Counties



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

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	<i>See Appendix A for all 23 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

890,691

Population (2023)

Population **decreased by 30,322** over the last 5 years and is projected to **decrease by 25,122** over the next 5 years.

382,534

Total Regional Employment

Jobs **decreased by 11,634** over the last 5 years but are projected to **grow by 7,782** over the next 5 years.

\$65.6K

Avg. Earnings Per Job (2023)

Regional average earnings per job are **\$17.7K below** the national average earnings of \$83.3K per job.

Takeaways

- As of 2023 the region's population **declined by 3.3%** since 2018, falling by 30,322. Population is expected to **decrease by 2.8%** between 2023 and 2028, losing 25,122.
- From 2018 to 2023, jobs **declined by 3.0%** in Appalachian Power Company-Served West Virginia Counties from 394,168 to **382,534**. This change **fell short of the national growth rate of 4.3% by 7.3%**. As the number of jobs declined, the **labor force participation rate increased from 50.7% to 51.8% between 2018 and 2023**.
- Concerning educational attainment, **13.3% of the selected regions' residents possess a Bachelor's Degree** (7.8% below the national average), and **8.2% hold an Associate's Degree** (0.6% below the national average).
- The top three industries in 2023 are Restaurants and Other Eating Places, General Medical and Surgical Hospitals, and Education and Hospitals (Local Government).

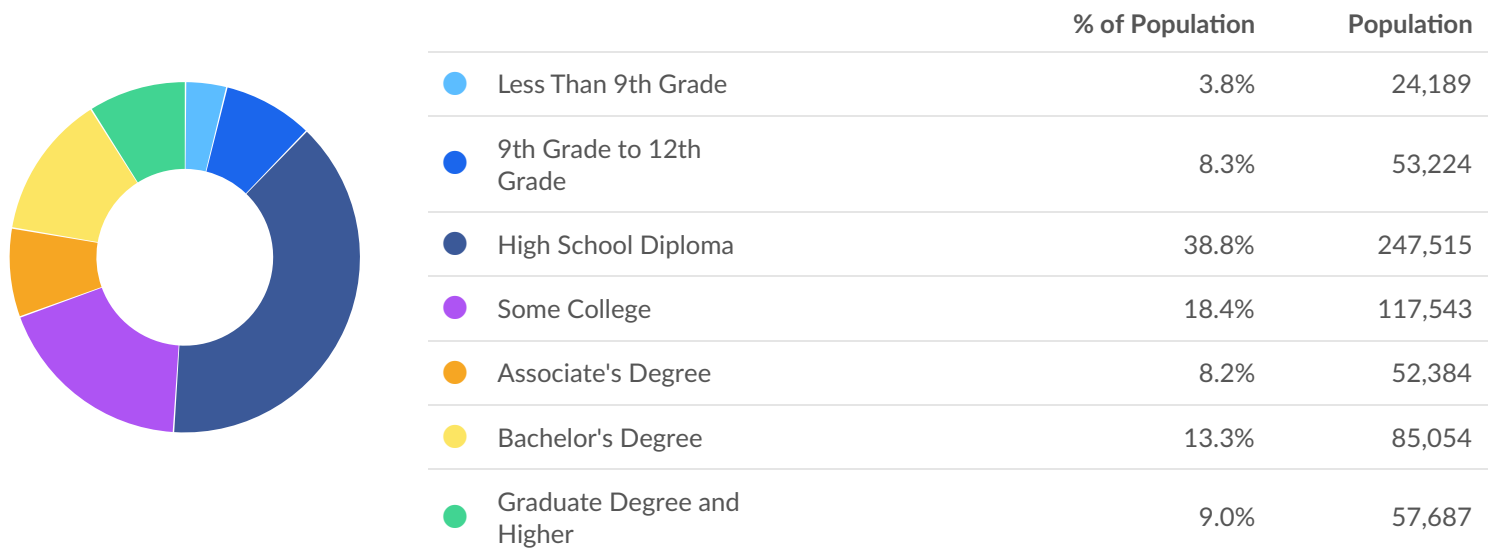
	Population (2024)	Labor Force (Mar 2024)	Jobs (2023)	Cost of Living	GRP	Imports	Exports
Region	885,630	373,757	382,534	93.8	\$51.19B	\$63.04B	\$77.25B
State	1,771,515	784,749	759,521	95.3	\$96.79B	\$126.89B	\$154.10B

Mar 2024 Labor Force Breakdown



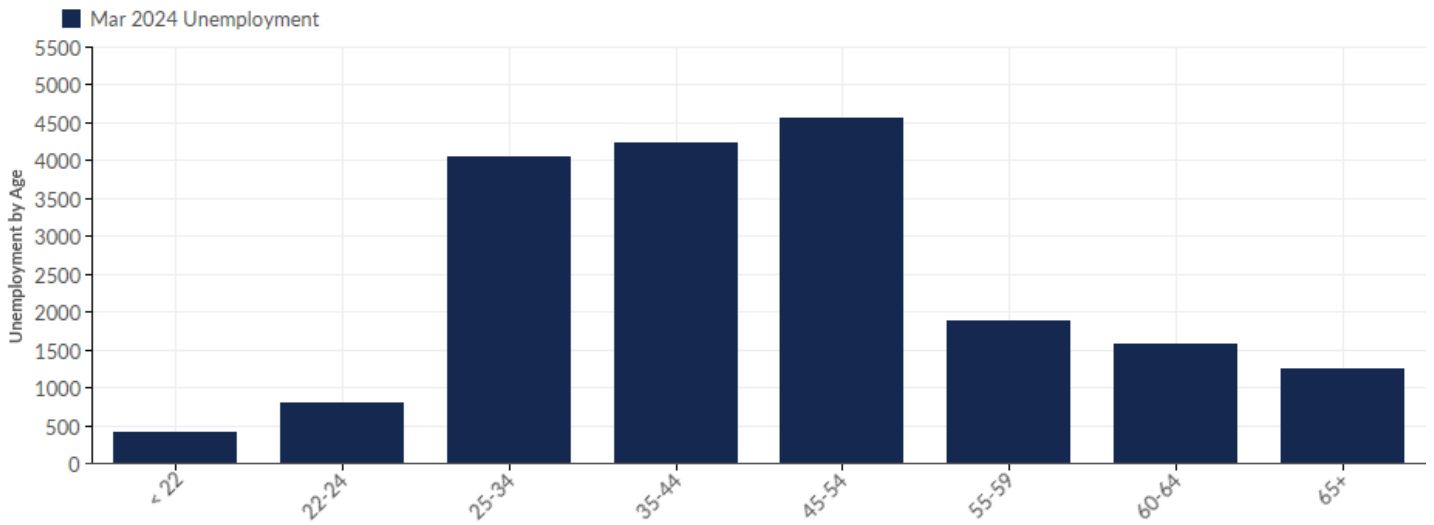
Educational Attainment

Concerning educational attainment, **13.3% of the selected regions' residents possess a Bachelor's Degree** (7.8% below the national average), and **8.2% hold an Associate's Degree** (0.6% below the national average).



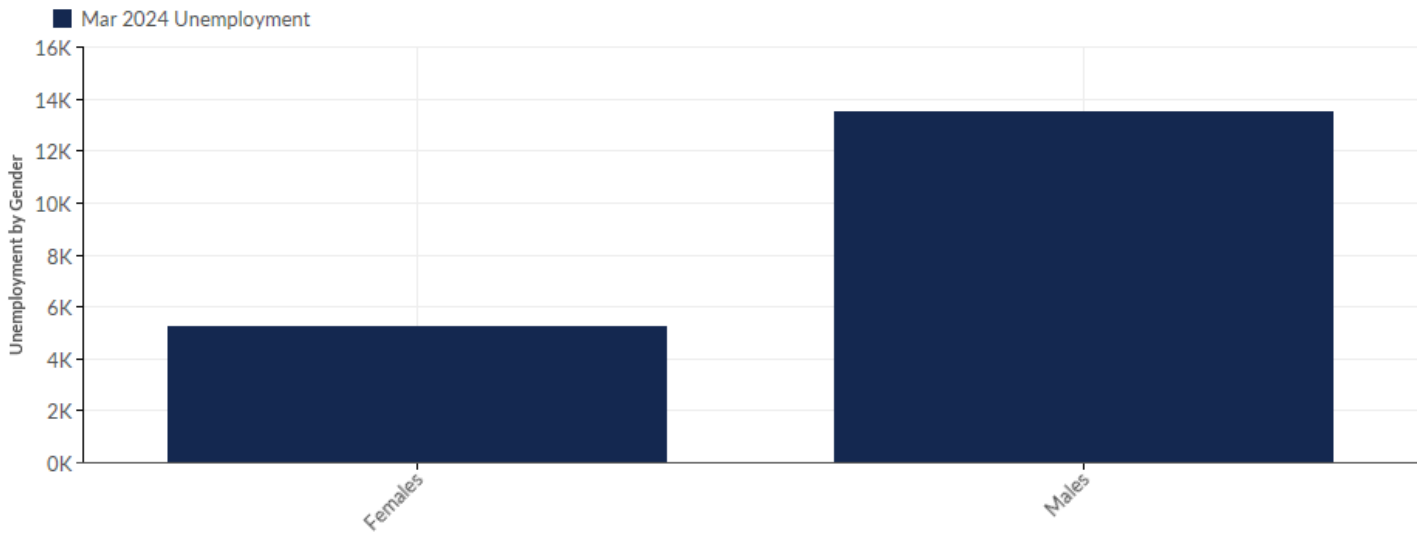
Unemployment by Demographics

Unemployment by Age



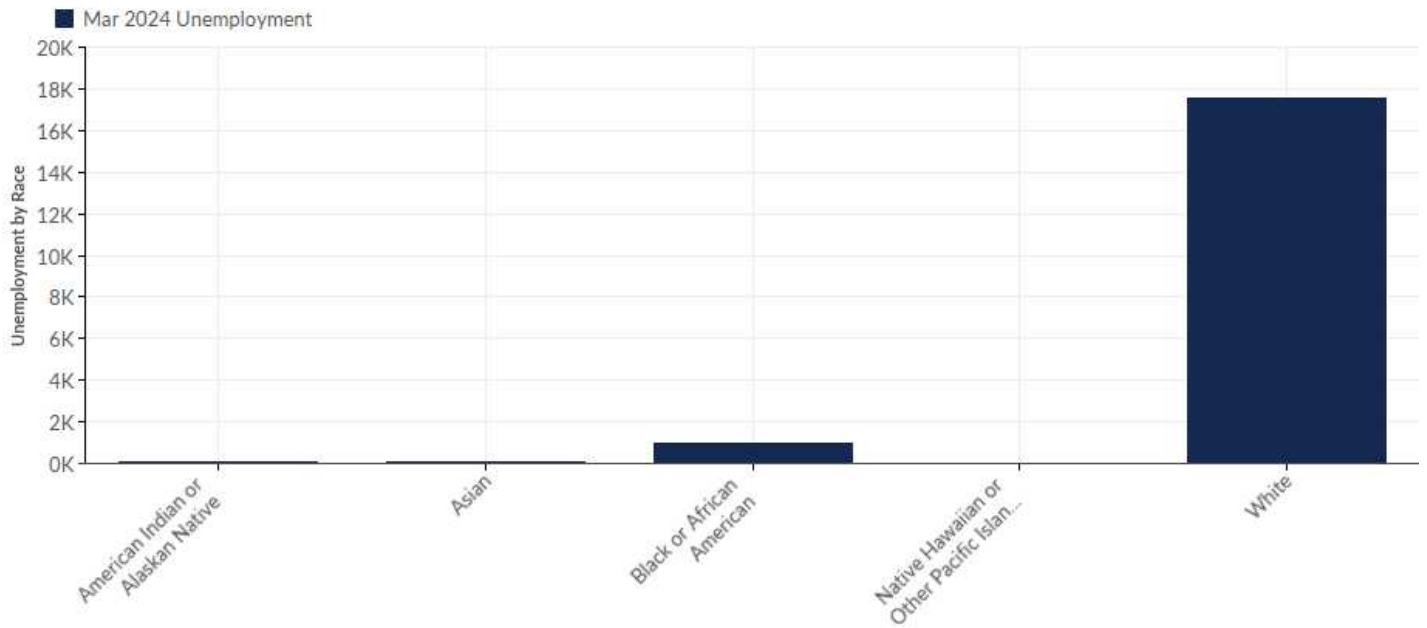
Age	Unemployment (Mar 2024)	% of Unemployed
< 22	407	2.17%
22-24	795	4.25%
25-34	4,047	21.62%
35-44	4,233	22.61%
45-54	4,559	24.35%
55-59	1,871	10.00%
60-64	1,565	8.36%
65+	1,242	6.63%
Total	18,719	100.00%

Unemployment by Gender



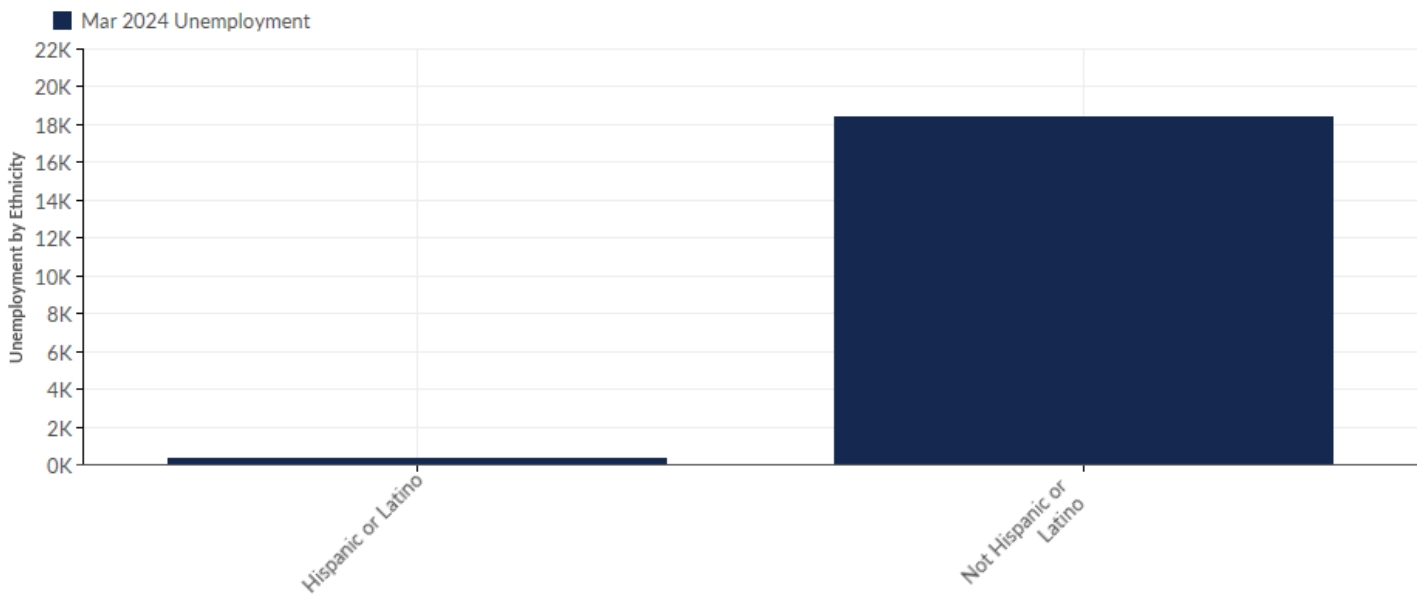
Gender	Unemployment (Mar 2024)	% of Unemployed
Females	5,235	27.97%
Males	13,484	72.03%
Total	18,719	100.00%

Unemployment by Race



Race	Unemployment (Mar 2024)	% of Unemployed
American Indian or Alaskan Native	87	0.46%
Asian	50	0.27%
Black or African American	996	5.32%
Native Hawaiian or Other Pacific Islander	14	0.07%
White	17,572	93.87%
Total	18,719	100.00%

Unemployment by Ethnicity

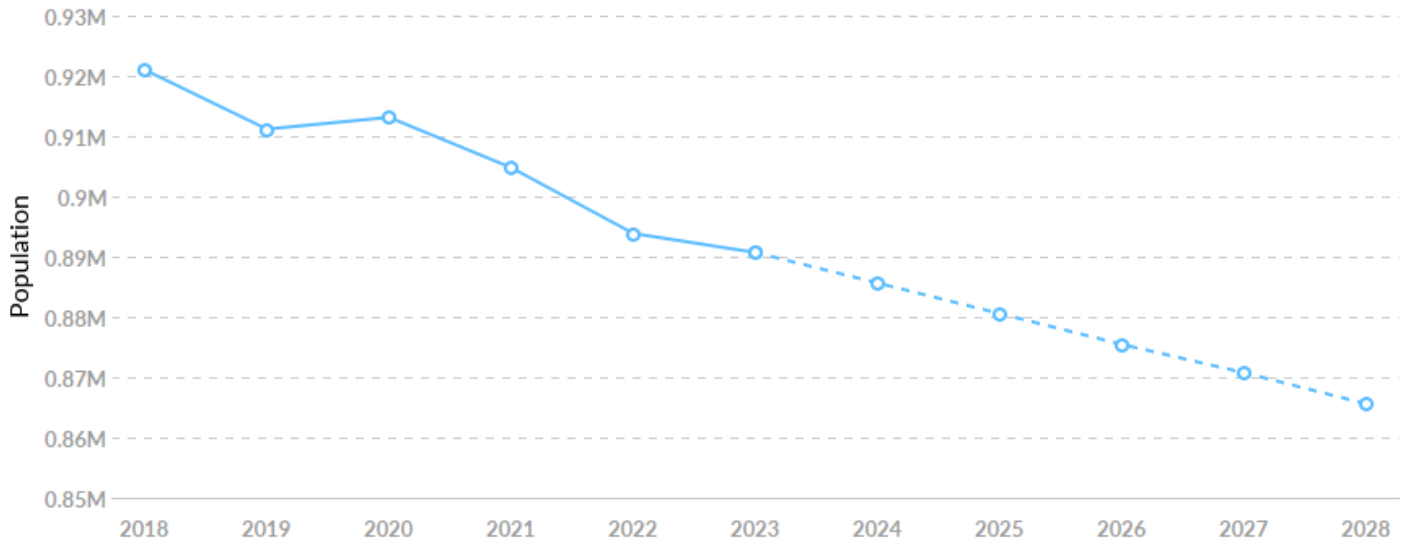


Ethnicity	Unemployment (Mar 2024)	% of Unemployed
Hispanic or Latino	327	1.75%
Not Hispanic or Latino	18,392	98.25%
Total	18,719	100.00%

Historic & Projected Trends

Population Trends

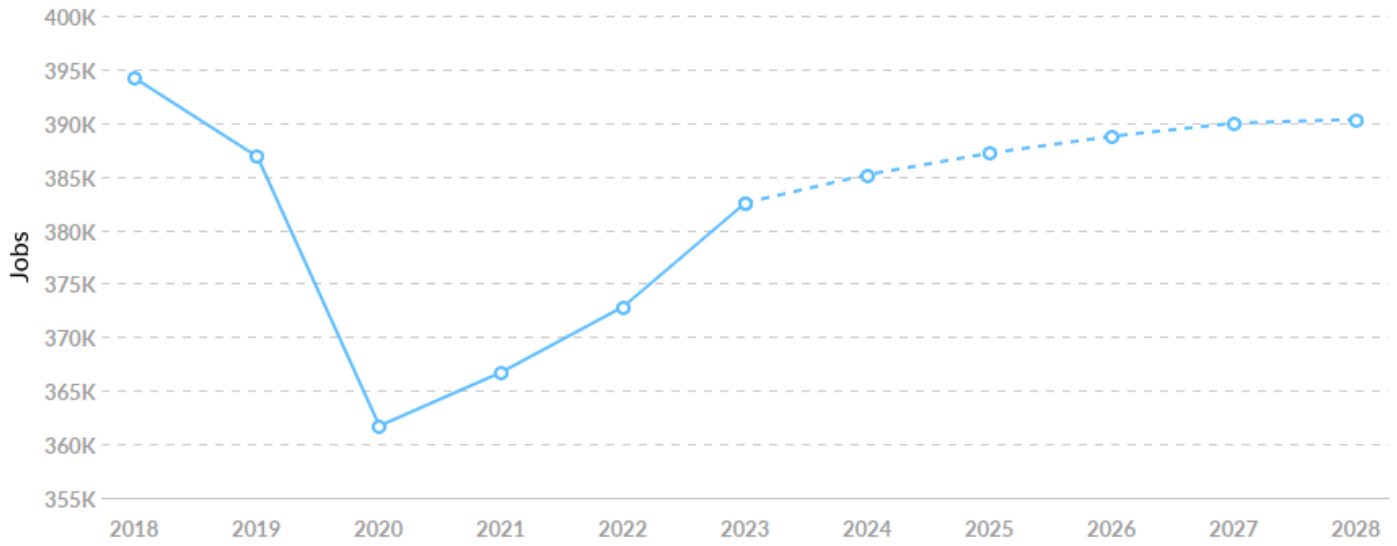
As of 2023 the region's population **declined by 3.3%** since 2018, falling by 30,322. Population is expected to **decrease by 2.8%** between 2023 and 2028, losing 25,122.



Timeframe	Population
2018	921,013
2019	911,172
2020	913,126
2021	904,779
2022	893,853
2023	890,691
2024	885,630
2025	880,555
2026	875,441
2027	870,736
2028	865,569

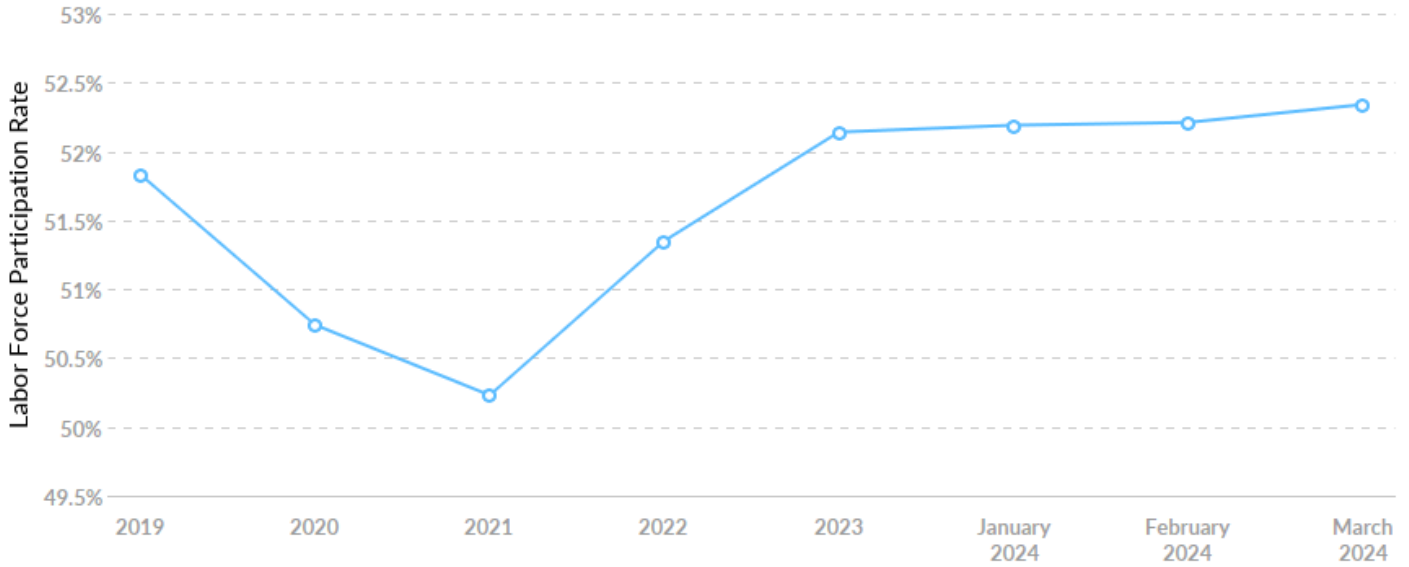
Job Trends

From 2018 to 2023, jobs **declined by 3.0%** in Appalachian Power Company-Served West Virginia Counties from 394,168 to 382,534. This change **fell short of the national growth rate of 4.3%** by 7.3%.



Timeframe	Jobs
2018	394,168
2019	386,863
2020	361,691
2021	366,706
2022	372,837
2023	382,534
2024	385,162
2025	387,171
2026	388,741
2027	389,966
2028	390,316

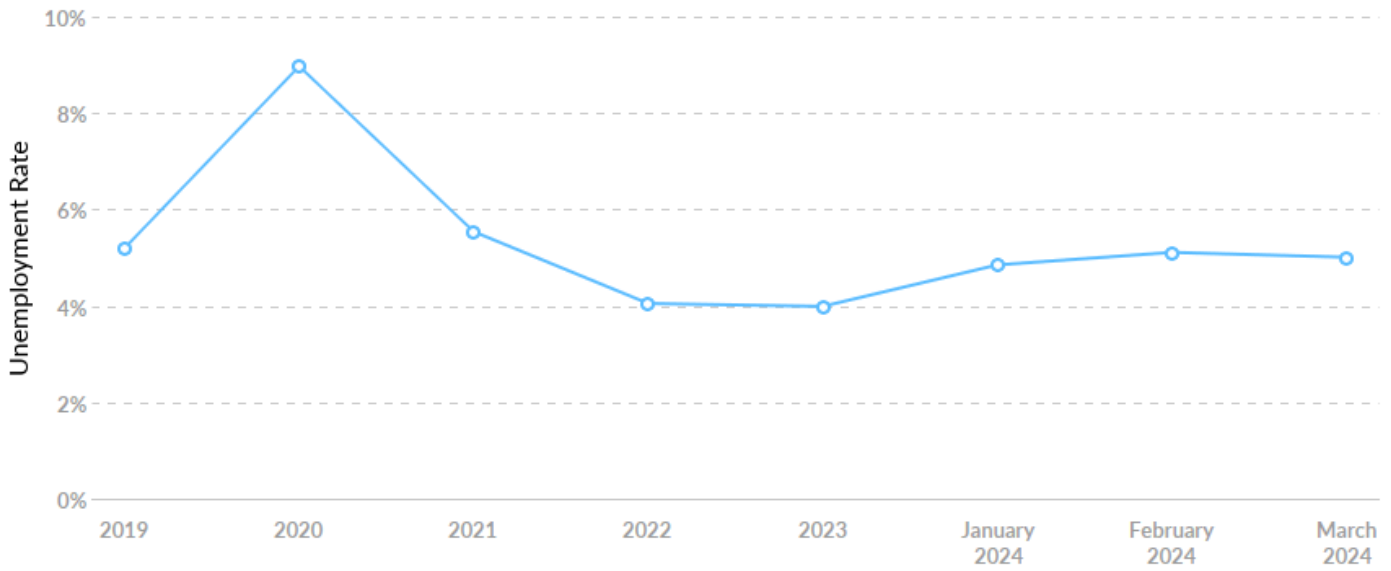
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2019	51.83%
2020	50.74%
2021	50.23%
2022	51.35%
2023	52.14%
January 2024	52.19%
February 2024	52.21%
March 2024	52.34%

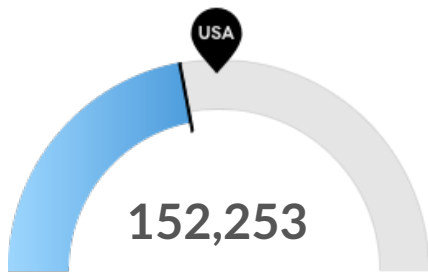
Unemployment Rate Trends

Your areas had a March 2024 unemployment rate of 5.01%, **decreasing from 5.20%** 5 years before.



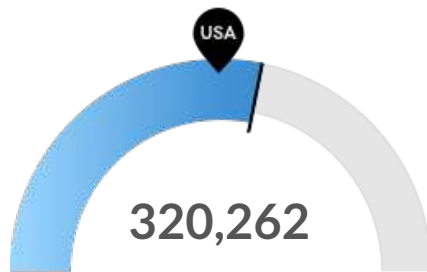
Timeframe	Unemployment Rate
2019	5.20%
2020	8.97%
2021	5.54%
2022	4.05%
2023	3.99%
January 2024	4.85%
February 2024	5.11%
March 2024	5.01%

Population Characteristics



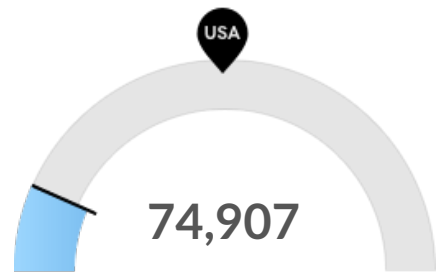
Millennials

Your area has 152,253 millennials (ages 25-39). The national average for an area this size is 181,752.



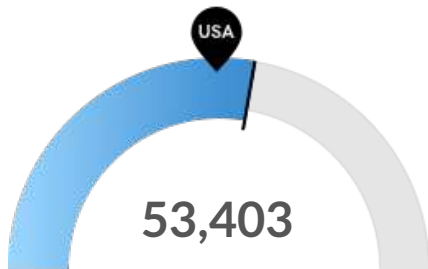
Retiring Soon

Retirement risk is high in your area. The national average for an area this size is 267,872 people 55 or older, while there are 320,262 here.



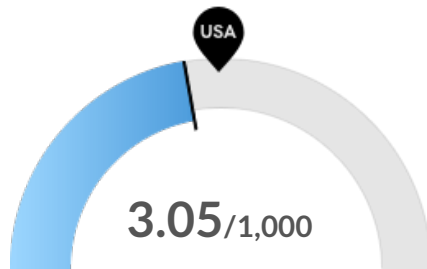
Racial Diversity

Racial diversity is low in your area. The national average for an area this size is 367,589 racially diverse people, while there are 74,907 here.



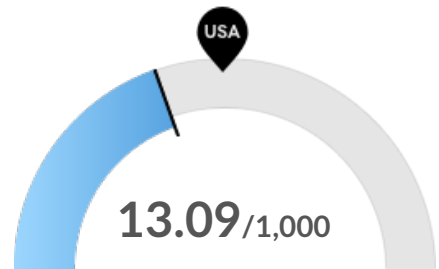
Veterans

Your area has 53,403 veterans. The national average for an area this size is 45,697.



Violent Crime

Your area has 3.05 violent crimes per 1,000 people. The national rate is 3.6 per 1,000 people.

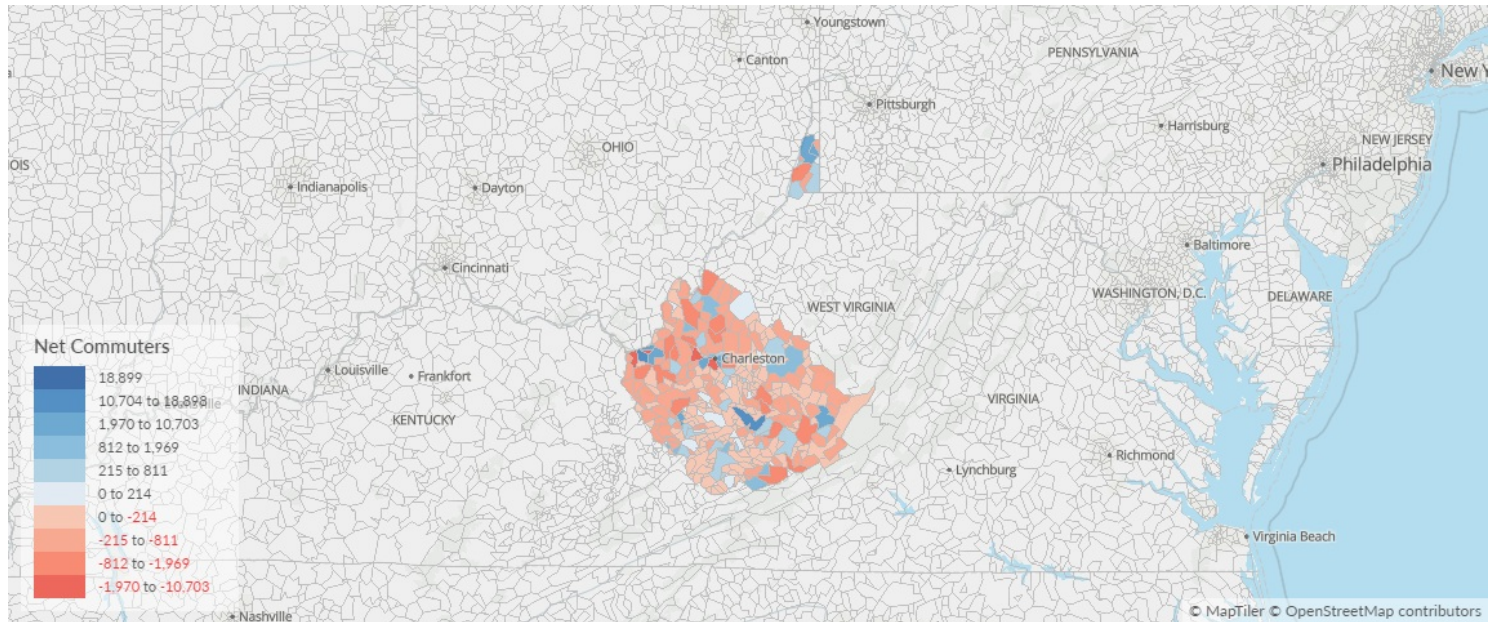


Property Crime

Your area has 13.09 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.



Where Talent Works

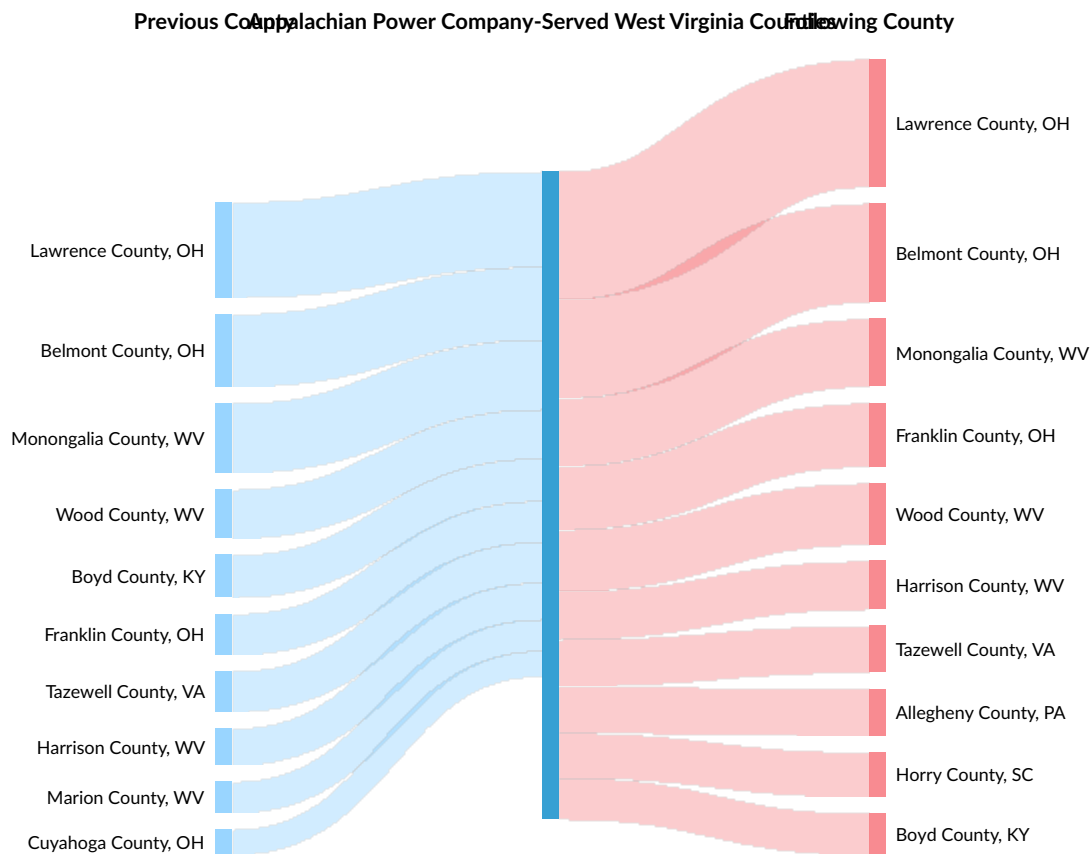
Where Talent Lives

ZIP	Name	2023 Employment	ZIP	Name	2023 Workers
26003	Wheeling, WV (in Ohio ...)	23,887	26003	Wheeling, WV (in Ohio ...)	20,880
25801	Beckley, WV (in Raleigh...)	23,194	25801	Beckley, WV (in Raleigh...)	12,153
25301	Charleston, WV (in Kan...)	20,614	25526	Hurricane, WV (in Putna...)	11,228
25701	Huntington, WV (in Cab...)	20,422	25177	Saint Albans, WV (in Ka...)	10,452
25526	Hurricane, WV (in Putna...)	10,796	25701	Huntington, WV (in Cab...)	9,717

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 2021, **461** people have migrated from Lawrence County, OH to Appalachian Power Company-Served West Virginia Counties. In the same year, **618** 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 2021 was **-1,452**.



Top Previous Counties	Migrations
Lawrence County, OH	461
Belmont County, OH	352
Monongalia County, WV	337
Wood County, WV	237
Boyd County, KY	206

Top Previous Counties	Migrations
Franklin County, OH	198
Tazewell County, VA	196
Harrison County, WV	178
Marion County, WV	152
Cuyahoga County, OH	123
Braxton County, WV	118
Allegheny County, PA	117
Pike County, KY	116
Prince George's County, MD	115
Webster County, WV	111
Top Following Counties	Migrations
Lawrence County, OH	618
Belmont County, OH	479
Monongalia County, WV	328
Franklin County, OH	308
Wood County, WV	298
Harrison County, WV	233
Tazewell County, VA	226
Allegheny County, PA	226
Horry County, SC	216
Boyd County, KY	201
Cuyahoga County, OH	186
Berkeley County, WV	162
Wake County, NC	157
Marion County, WV	155

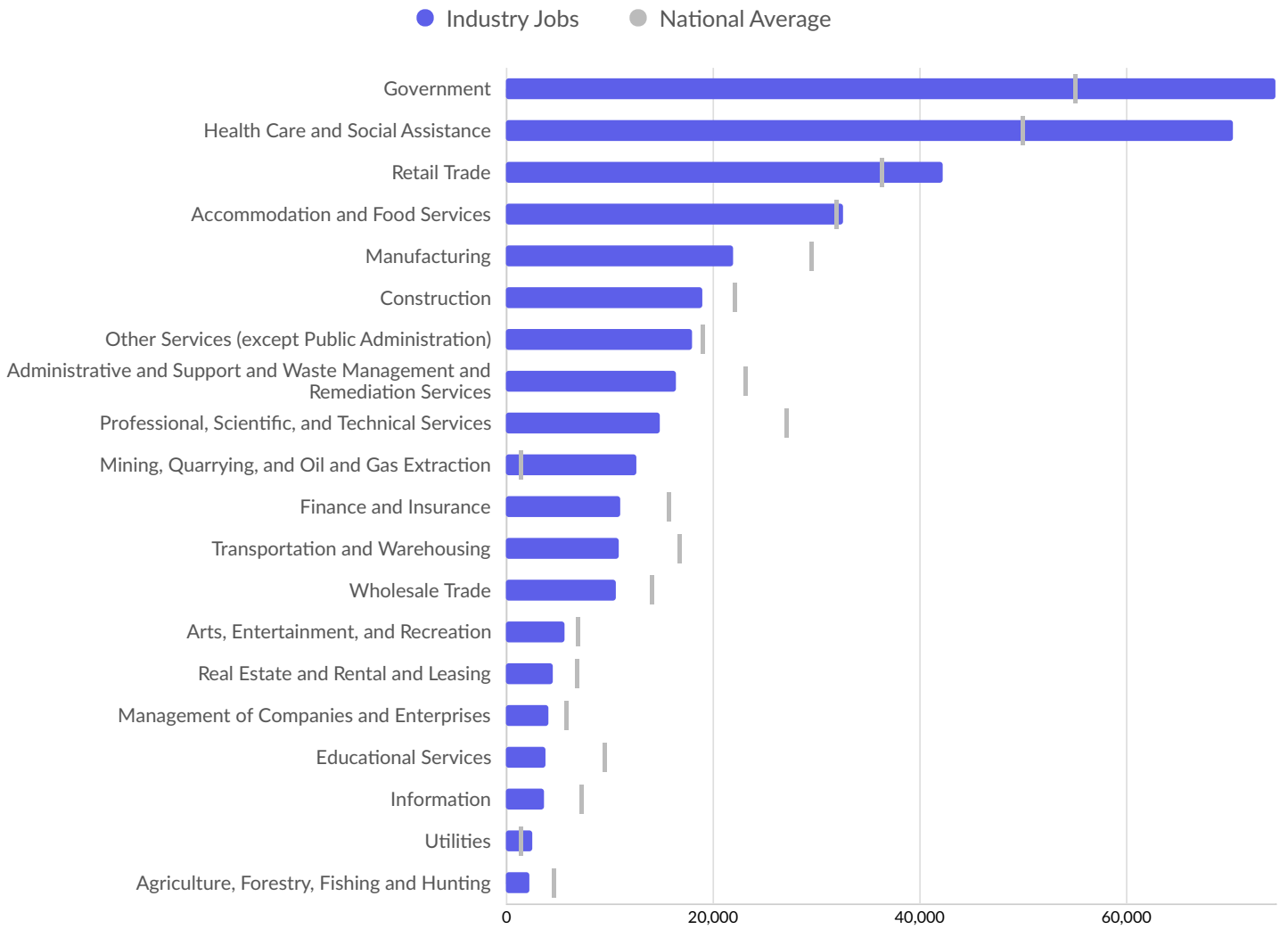
Top Following Counties**Migrations**

Randolph County, WV

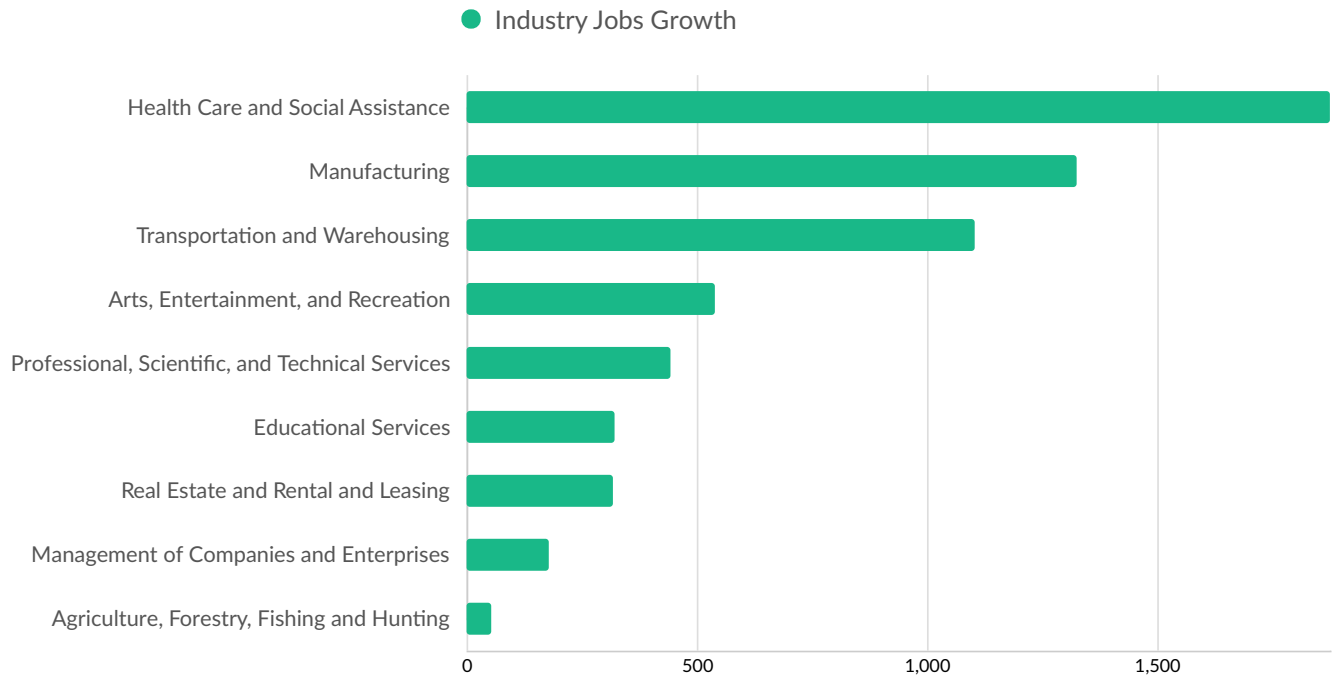
125

Industry Characteristics

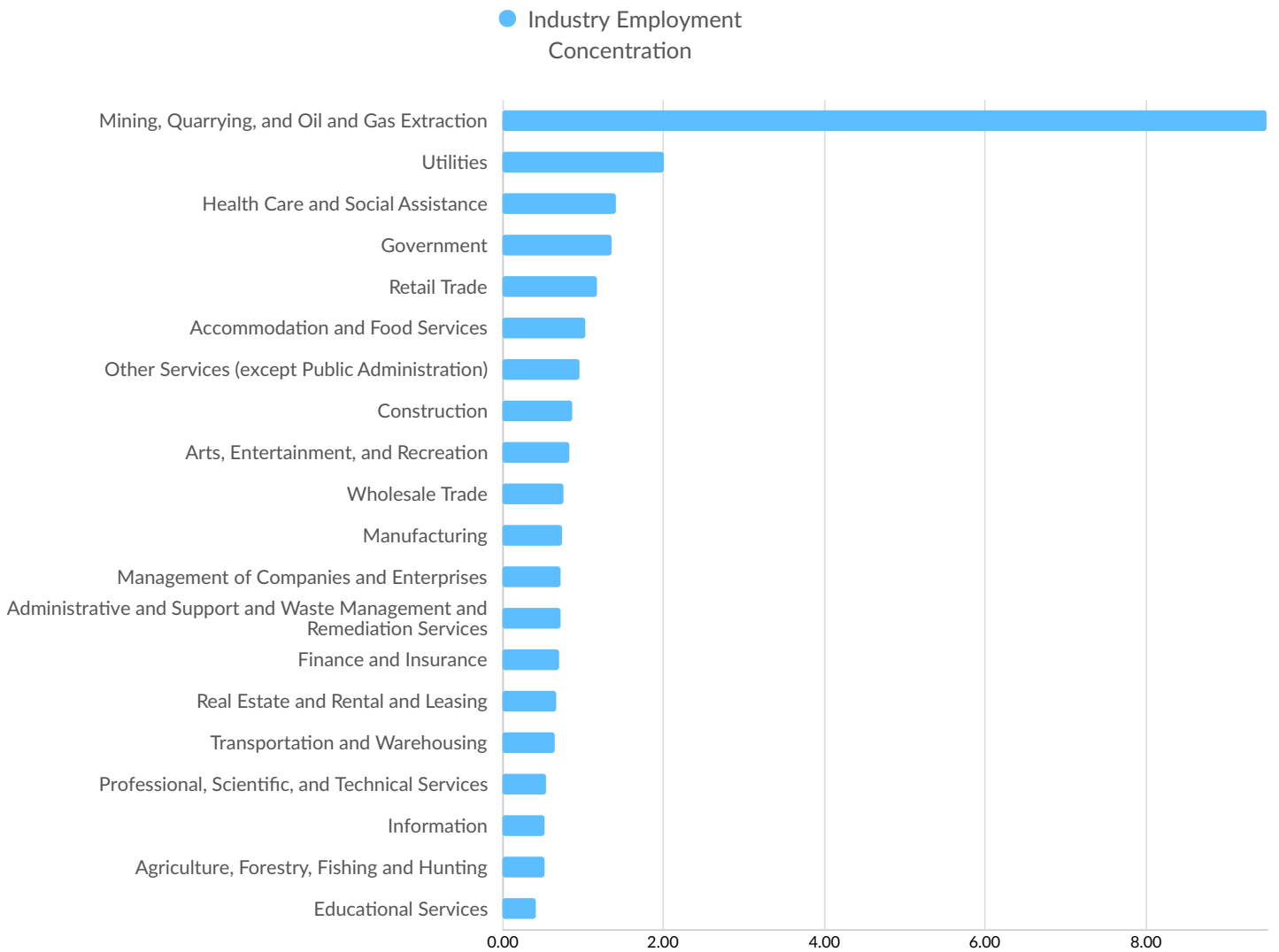
Largest Industries



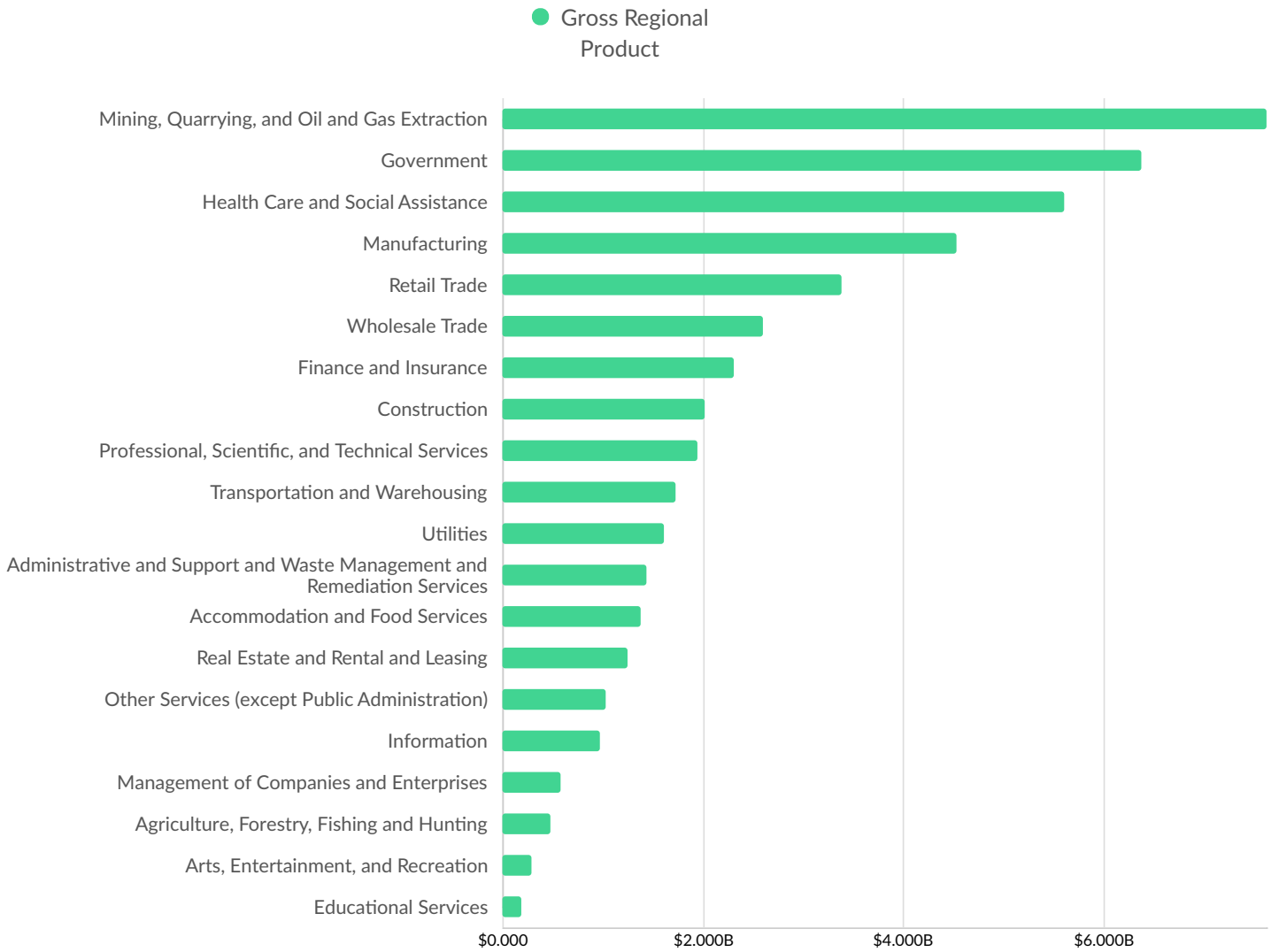
Top Growing Industries



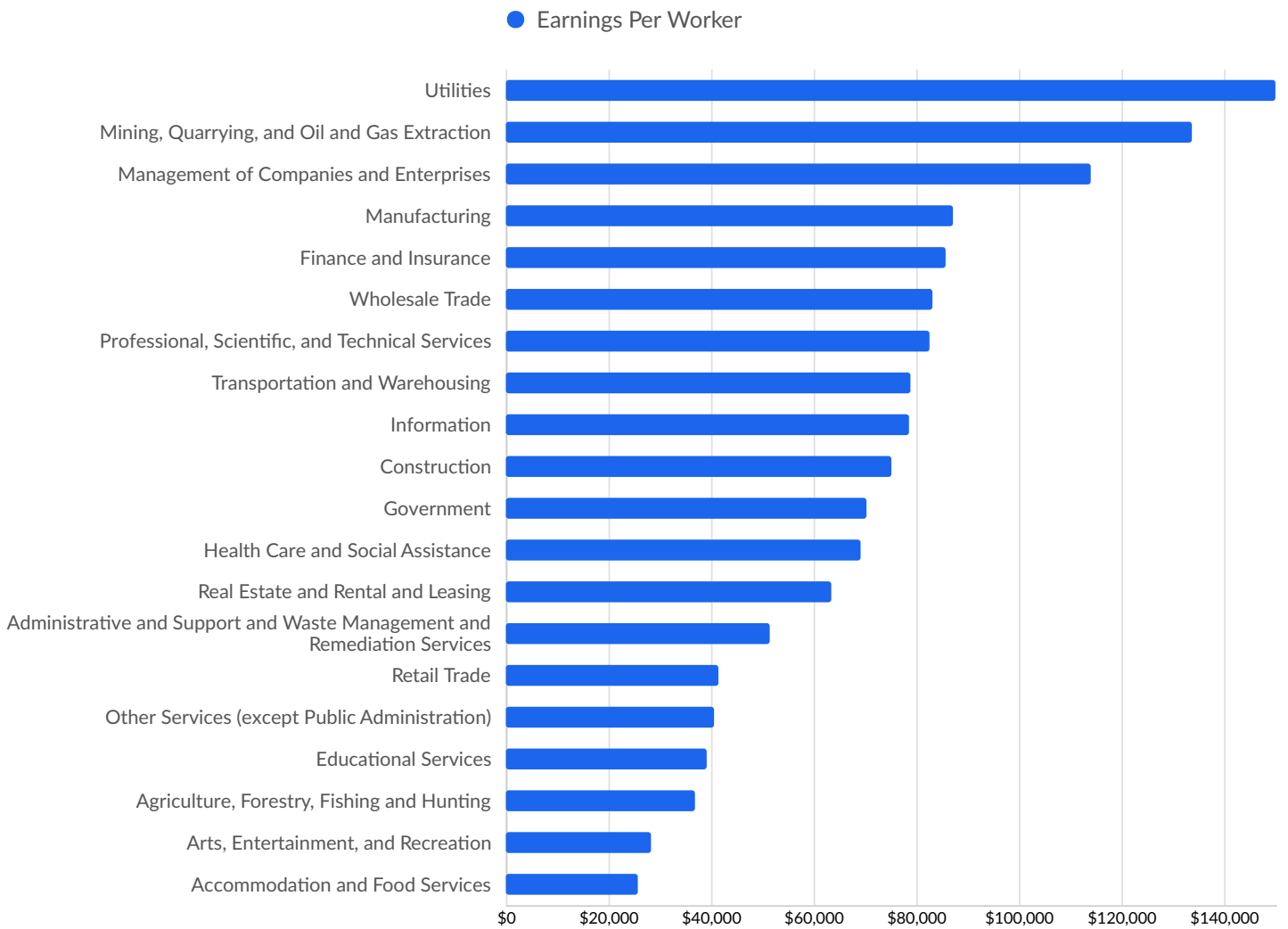
Top Industry Employment Concentration



Top Industry GRP






















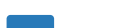
Top Industry Earnings



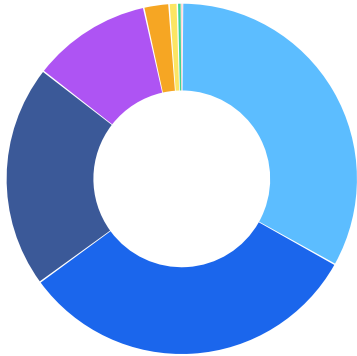
Business Characteristics

40,239 Companies Employ Your Workers

Online profiles for your workers mention 40,239 companies as employers, with the top 10 appearing below. In the last 12 months, 3,463 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Marshall University	1,692 	State Of West Virginia	1,426 
Kanawha County Board Of Educ...	1,573 	Sam Houston State University	1,059 
Camc	1,154 	Cabell Huntington Hospital	775 
Charleston Area Medical Center...	1,062 	Charleston Area Medical Center	664 
Walmart	1,044 	Walmart	630 
State Of West Virginia	941 	Himg (Huntington Internal Medi...	626 
United States Army	748 	Charleston Area Medical Center...	576 
West Virginia University	703 	Bob Evans Restaurants	525 
Cabell Huntington Hospital	698 	Kroger	470 
Kanawha County Schools	696 	Marshall University	452 

Business Size

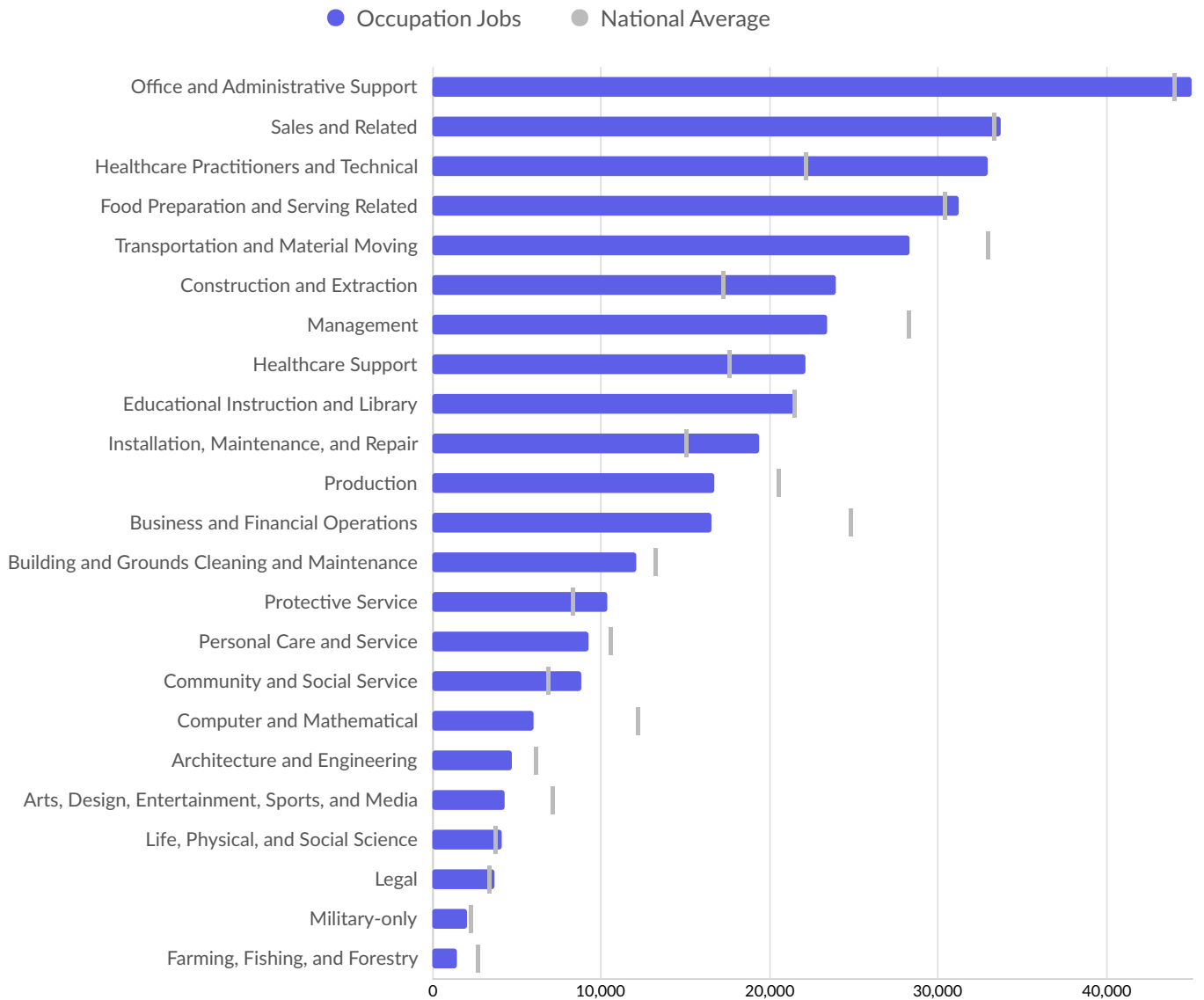


	Percentage	Business Count
● 1 to 4 employees	33.0%	10,729
● 5 to 9 employees	31.9%	10,350
● 10 to 19 employees	20.5%	6,668
● 20 to 49 employees	11.0%	3,571
● 50 to 99 employees	2.3%	755
● 100 to 249 employees	0.8%	246
● 250 to 499 employees	0.4%	121
● 500+ employees	0.1%	34

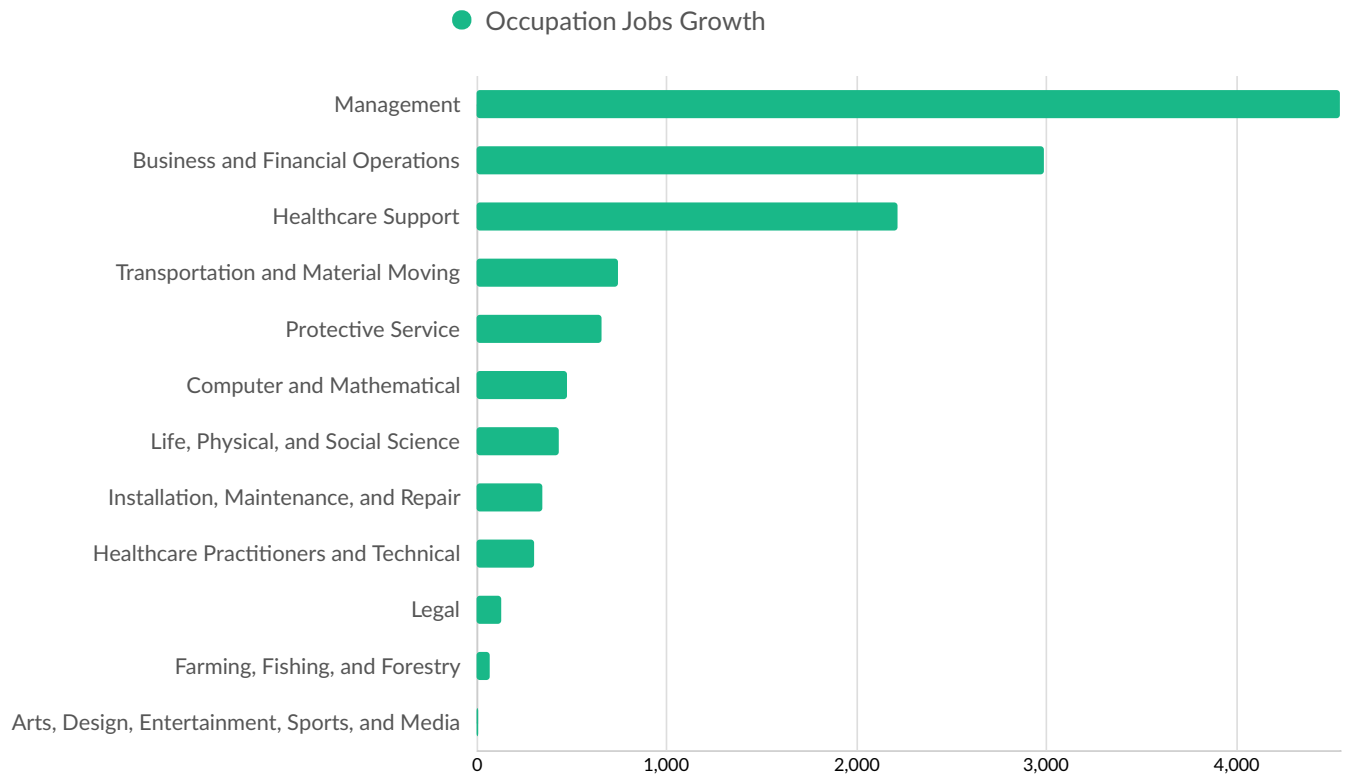
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

Largest Occupations



Top Growing Occupations



Top Occupation Employment Concentration

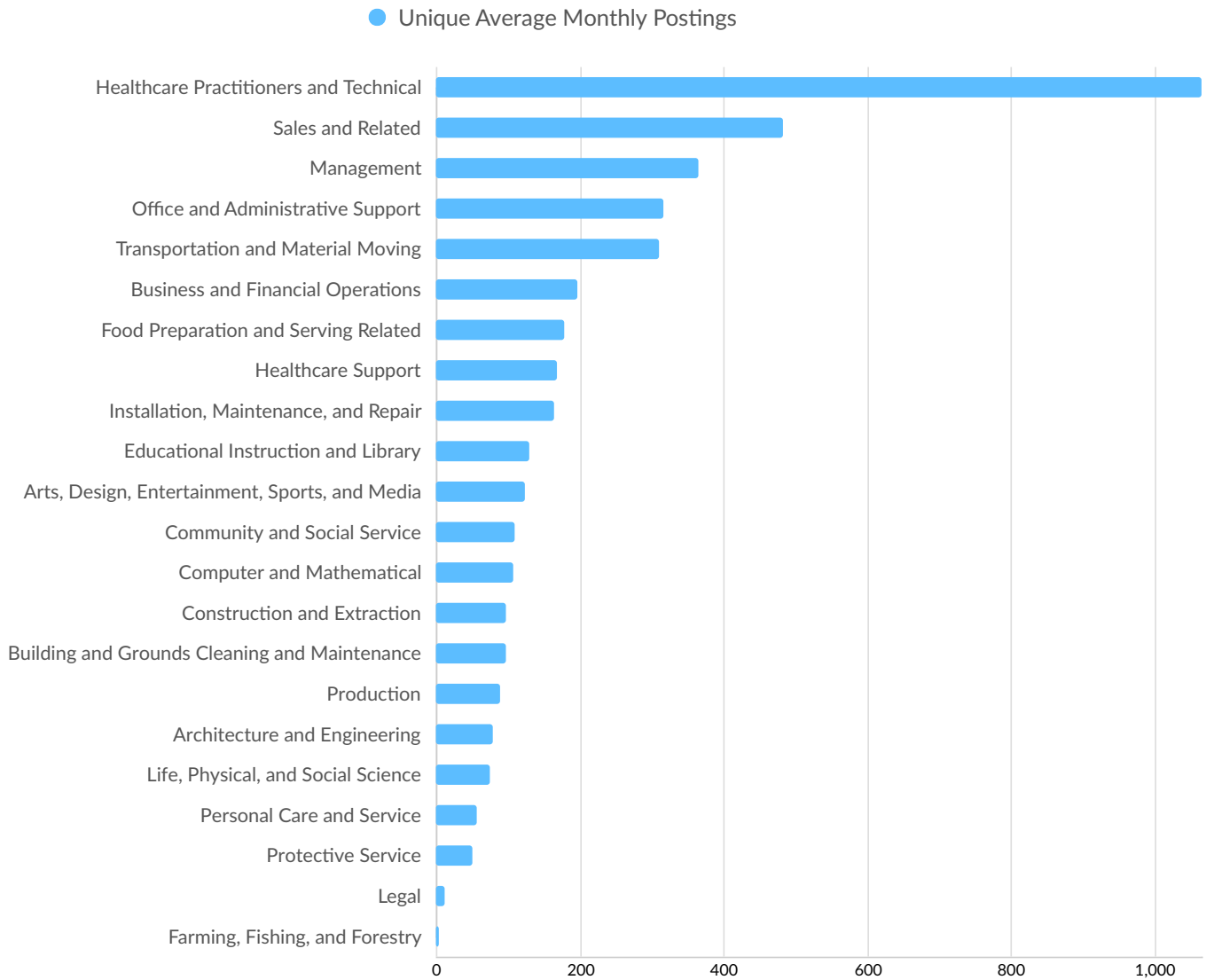
● Occupation Employment Concentration



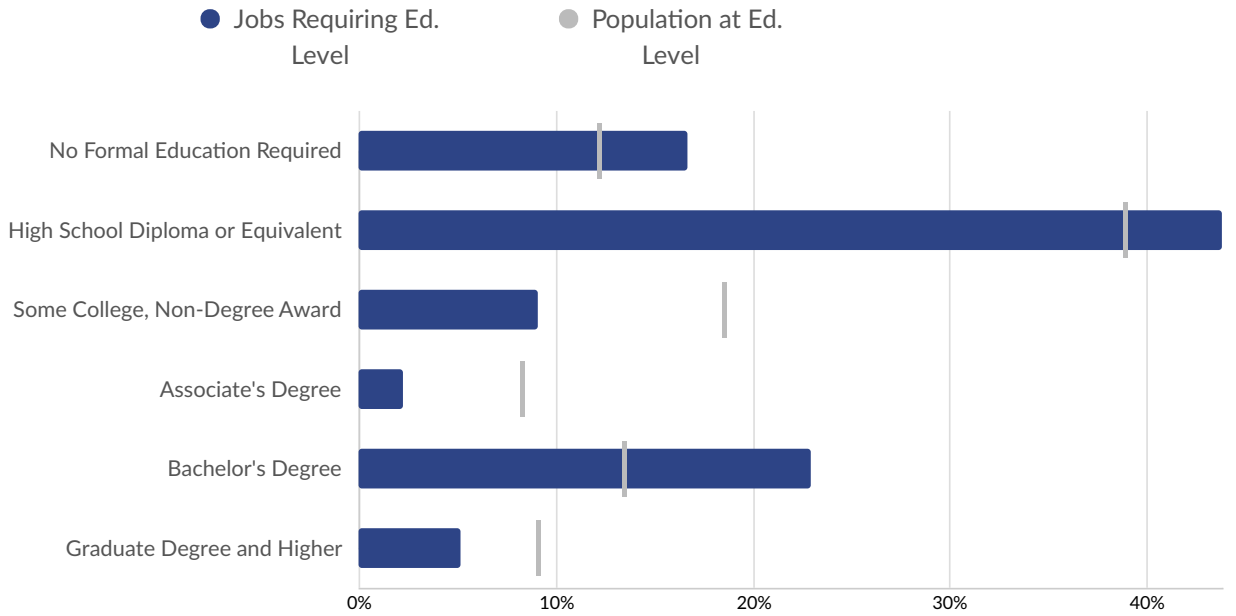
Top Occupation Earnings



Top Posted Occupations

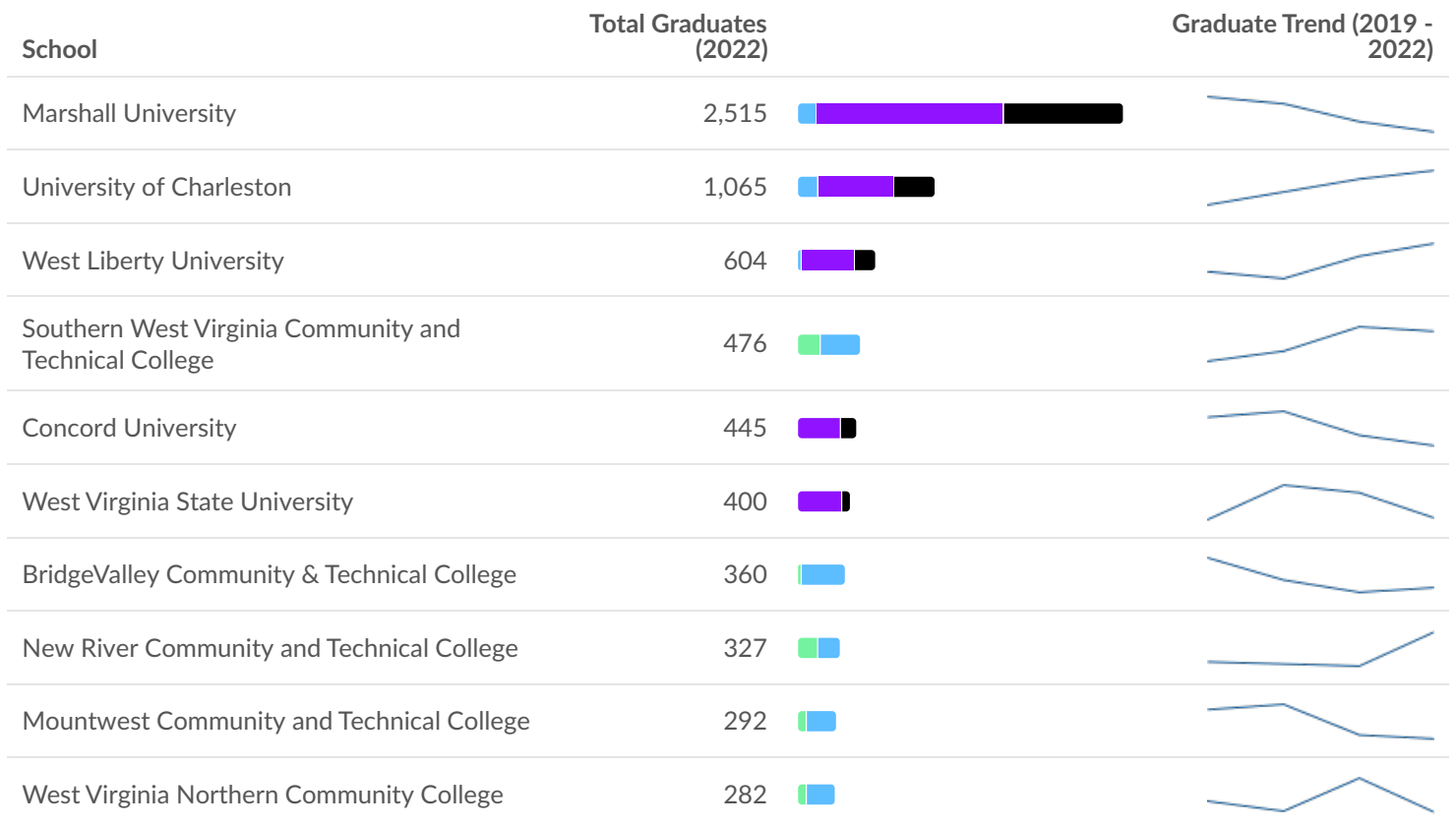


Underemployment

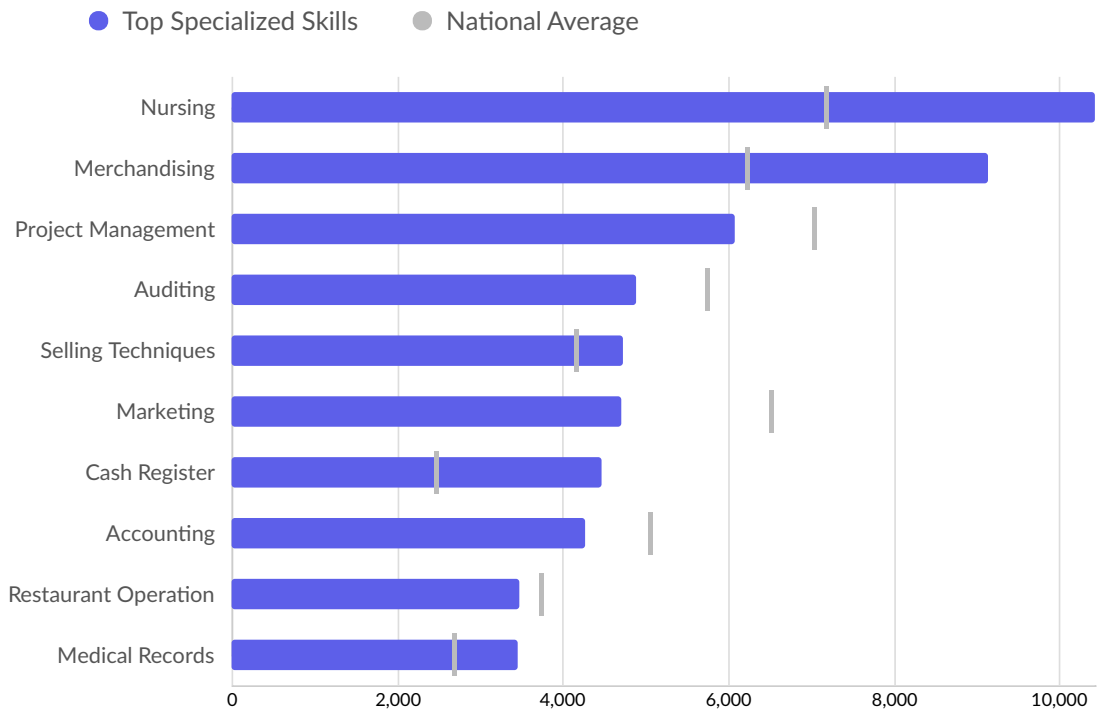


Educational Pipeline

In 2022, there were 8,671 graduates in Appalachian Power Company-Served West Virginia Counties. This pipeline has shrunk by 13% over the last 4 years. The highest share of these graduates come from "Registered Nursing/Registered Nurse" (Associate's), "General Studies" (Bachelor's), and "Business Administration and Management, General" (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