



Kentucky Power-Served Counties



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Report Parameters

20 Counties

21019	Boyd County, KY	21071	Floyd County, KY
21025	Breathitt County, KY	21089	Greenup County, KY
21043	Carter County, KY	21115	Johnson County, KY
21051	Clay County, KY	21119	Knott County, KY
21063	Elliott County, KY	See Appendix A for all 20 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

422,765

Population (2025)

Population **decreased by 15,388** over the last 5 years and is projected to **decrease by 10,973** over the next 5 years.

142,838

Total Regional Employment

Jobs **grew by 9,831** over the last 5 years and are projected to **grow by 2,632** over the next 5 years.

\$61.6K

Avg. Earnings Per Job (2025)

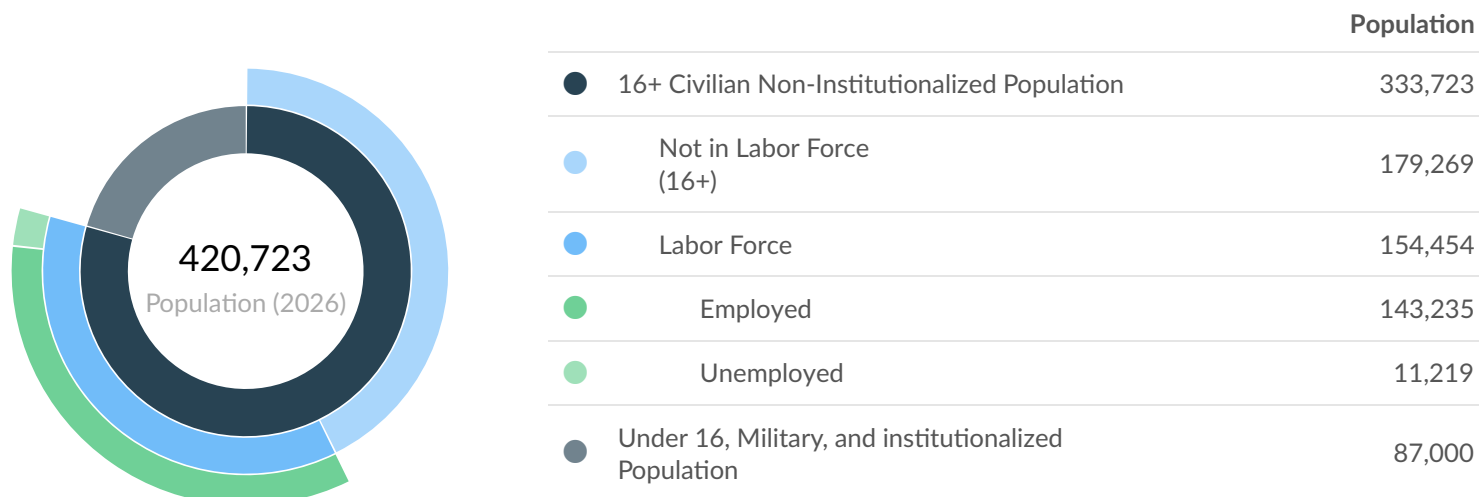
Regional average earnings per job are **\$29.0K below** the national average earnings of \$90.6K per job.

Takeaways

- As of 2025 the region's population **declined by 3.5%** since 2020, falling by 15,388. Population is expected to **decrease by 2.6%** between 2025 and 2030, losing 10,973.
- From 2020 to 2025, jobs **increased by 7.4%** in Kentucky Power-Served Counties from 133,007 to **142,838**. This change **fell short of the national growth rate of 10.7% by 3.3%**. As the number of jobs increased, the **labor force participation rate increased from 45.2% to 46.0% between 2020 and 2025**.
- Concerning educational attainment, **8.9% of the selected regions' residents possess a Bachelor's Degree** (12.9% below the national average), and **9.4% hold an Associate's Degree** (0.5% above the national average).
- The top three industries in 2025 are General Medical and Surgical Hospitals, Education and Hospitals (Local Government), and Restaurants and Other Eating Places.

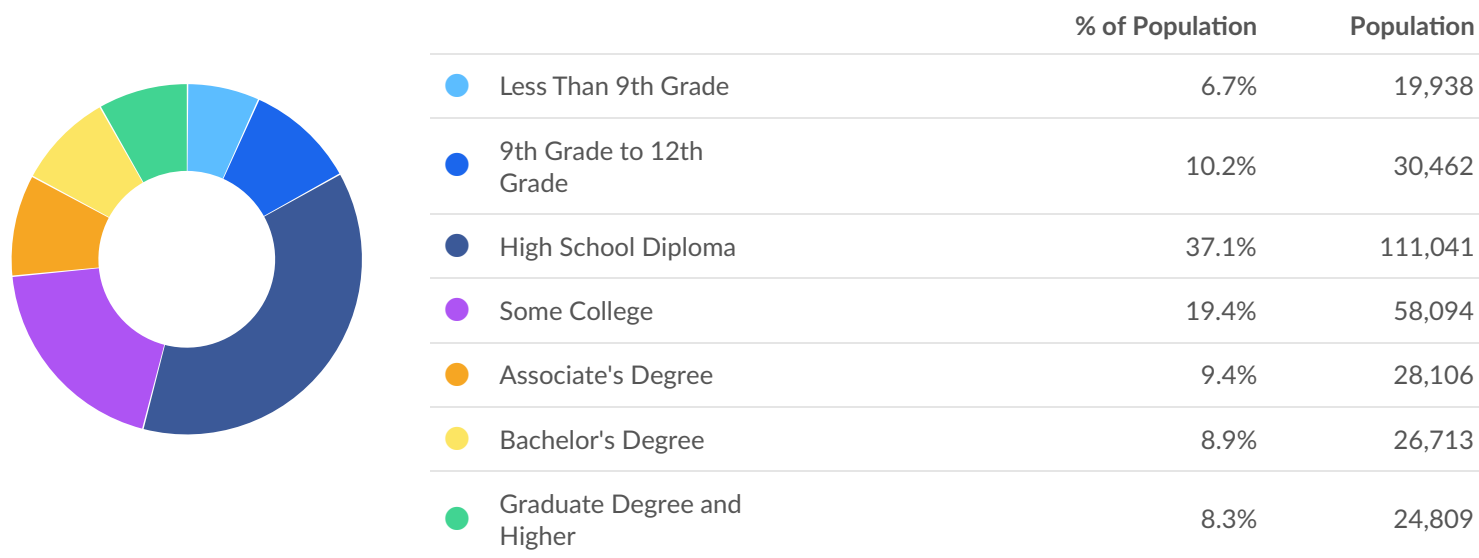
	Population (2026)	Labor Force (Jun 2026)	Jobs (2025)	Cost of Living	GRP	Imports	Exports
Region	420,723	154,454	142,838	87.5	\$17.85B	\$27.87B	\$25.89B
State	4,636,811	2,118,961	2,259,928	92.2	\$303.58B	\$322.16B	\$371.73B

Jun 2026 Labor Force Breakdown



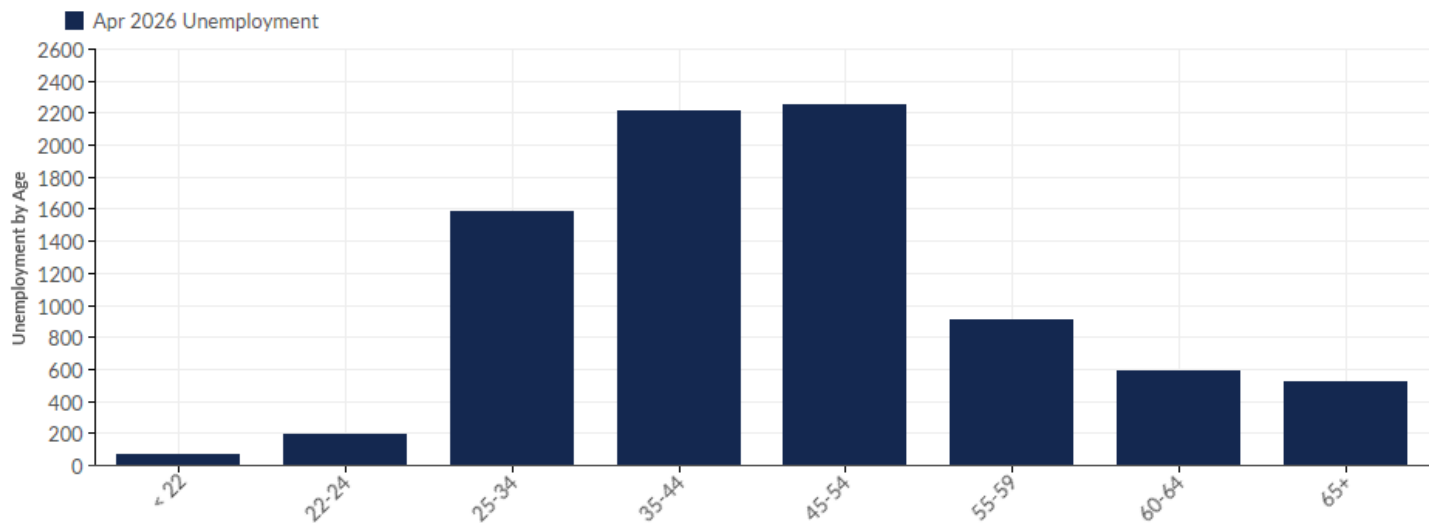
Educational Attainment

Concerning educational attainment, **8.9% of the selected regions' residents possess a Bachelor's Degree** (12.9% below the national average), and **9.4% hold an Associate's Degree** (0.5% above the national average).



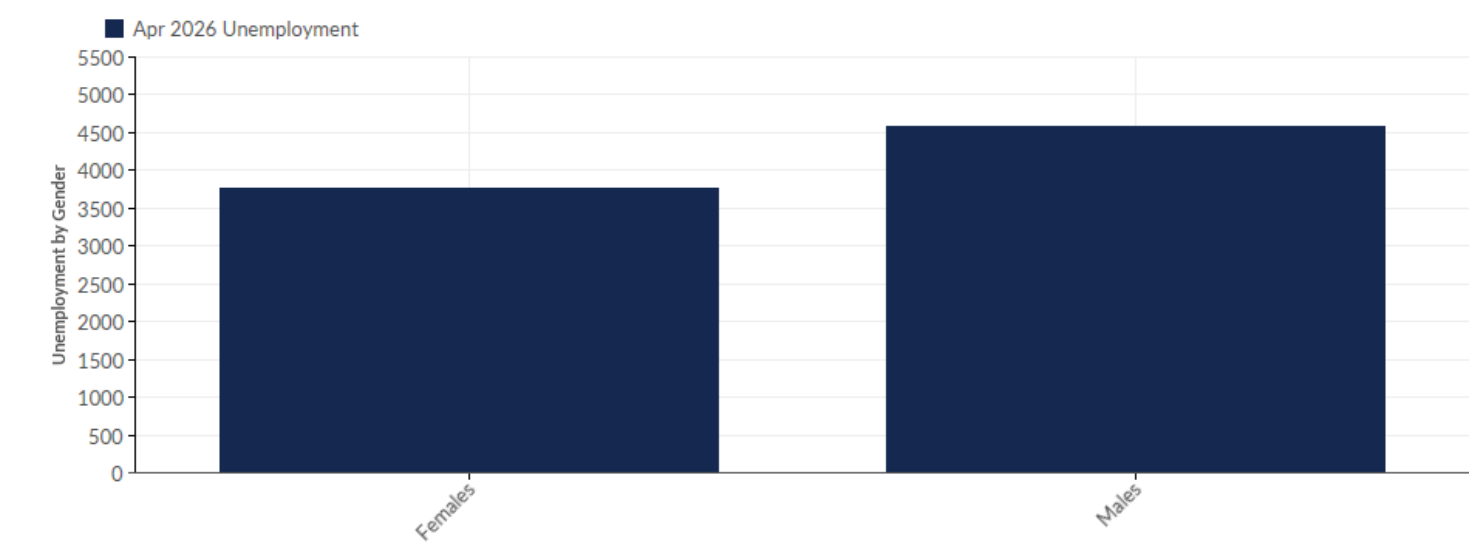
Unemployment by Demographics

Unemployment by Age



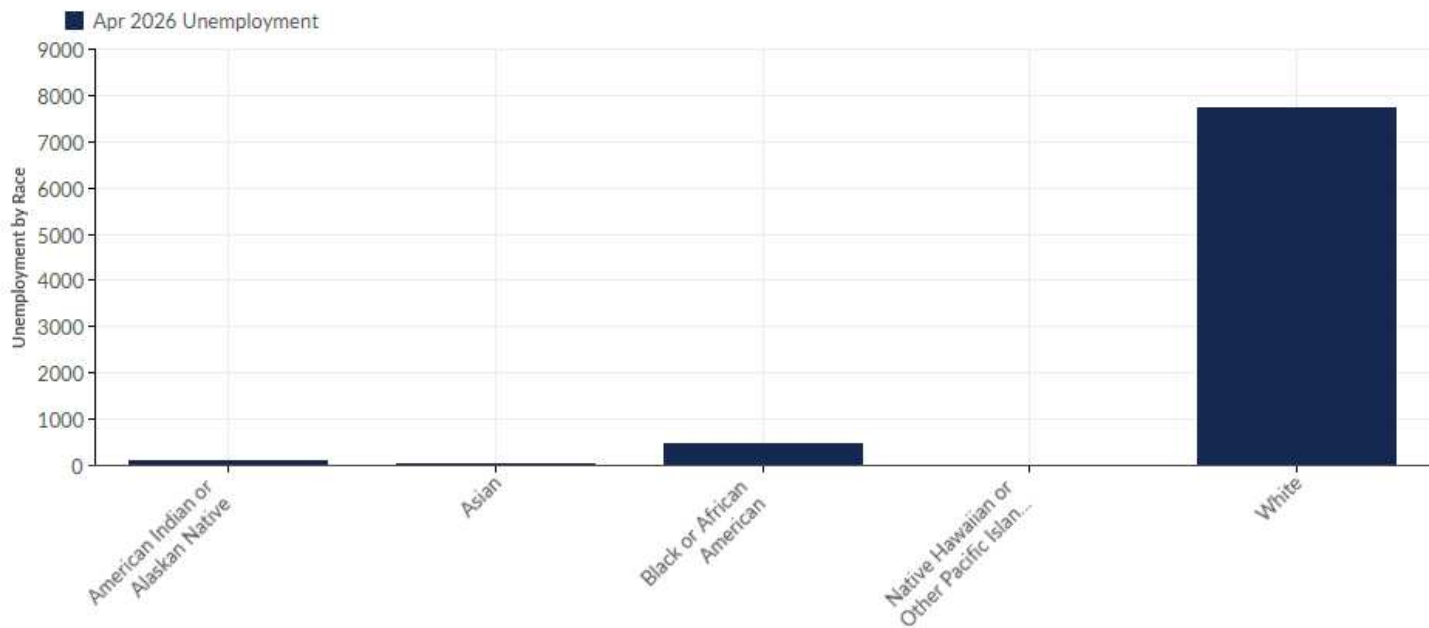
Age	Unemployment (Apr 2026)	% of Unemployed
< 22	65	0.78%
22-24	193	2.31%
25-34	1,582	18.97%
35-44	2,218	26.60%
45-54	2,254	27.03%
55-59	911	10.92%
60-64	593	7.11%
65+	523	6.27%
Total	8,339	100.00%

Unemployment by Gender



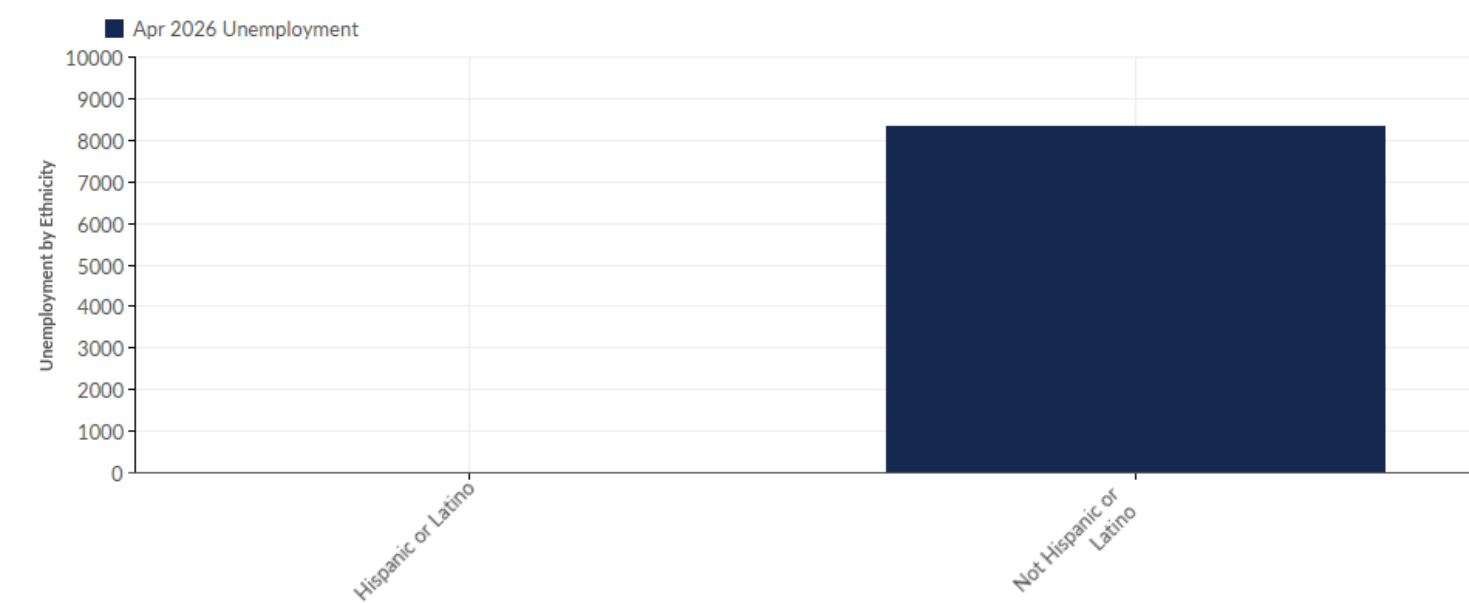
Gender	Unemployment (Apr 2026)	% of Unemployed
Females	3,767	45.17%
Males	4,572	54.83%
Total	8,339	100.00%

Unemployment by Race



Race	Unemployment (Apr 2026)	% of Unemployed
American Indian or Alaskan Native	108	1.30%
Asian	19	0.23%
Black or African American	482	5.78%
Native Hawaiian or Other Pacific Islander	0	0.00%
White	7,730	92.70%
Total	8,339	100.00%

Unemployment by Ethnicity

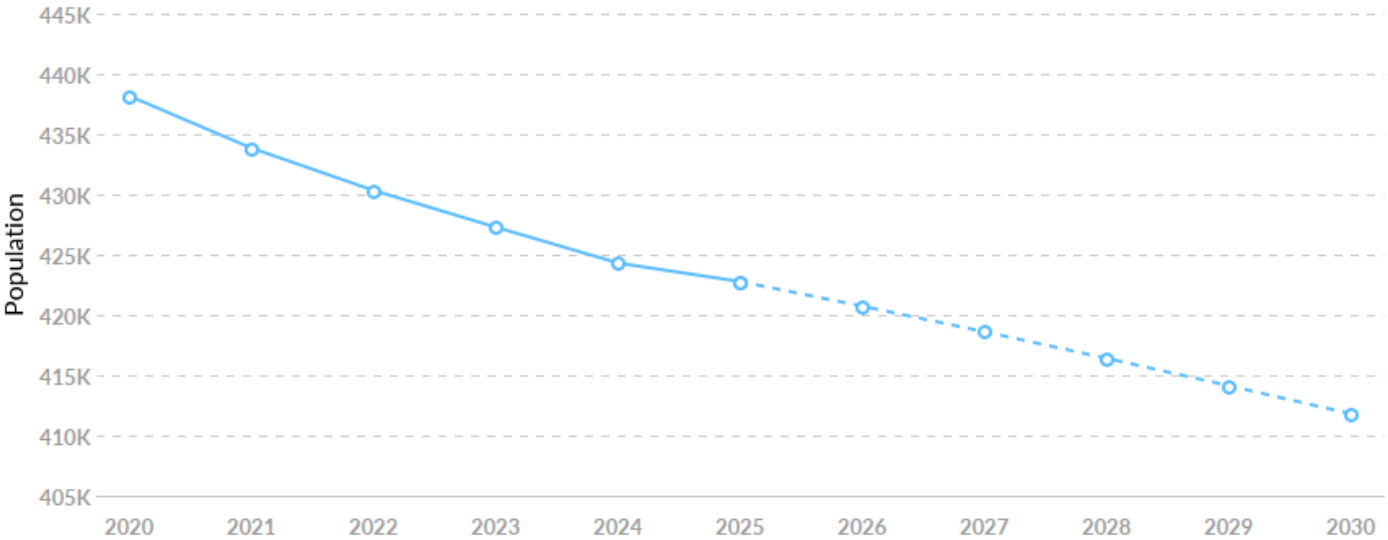


Ethnicity	Unemployment (Apr 2026)	% of Unemployed
Hispanic or Latino	9	0.11%
Not Hispanic or Latino	8,330	99.89%
Total	8,339	100.00%

Historic & Projected Trends

Population Trends

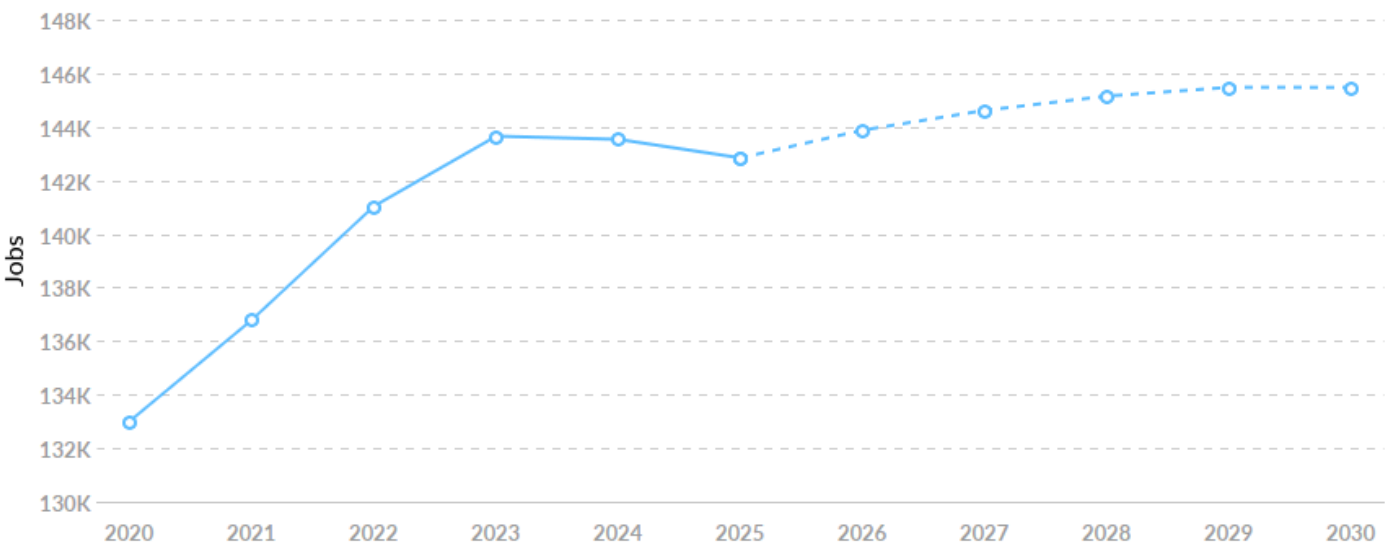
As of 2025 the region's population **declined by 3.5%** since 2020, falling by 15,388. Population is expected to **decrease by 2.6%** between 2025 and 2030, losing 10,973.



Timeframe	Population
2020	438,153
2021	433,837
2022	430,319
2023	427,276
2024	424,302
2025	422,765
2026	420,723
2027	418,598
2028	416,393
2029	414,121
2030	411,792

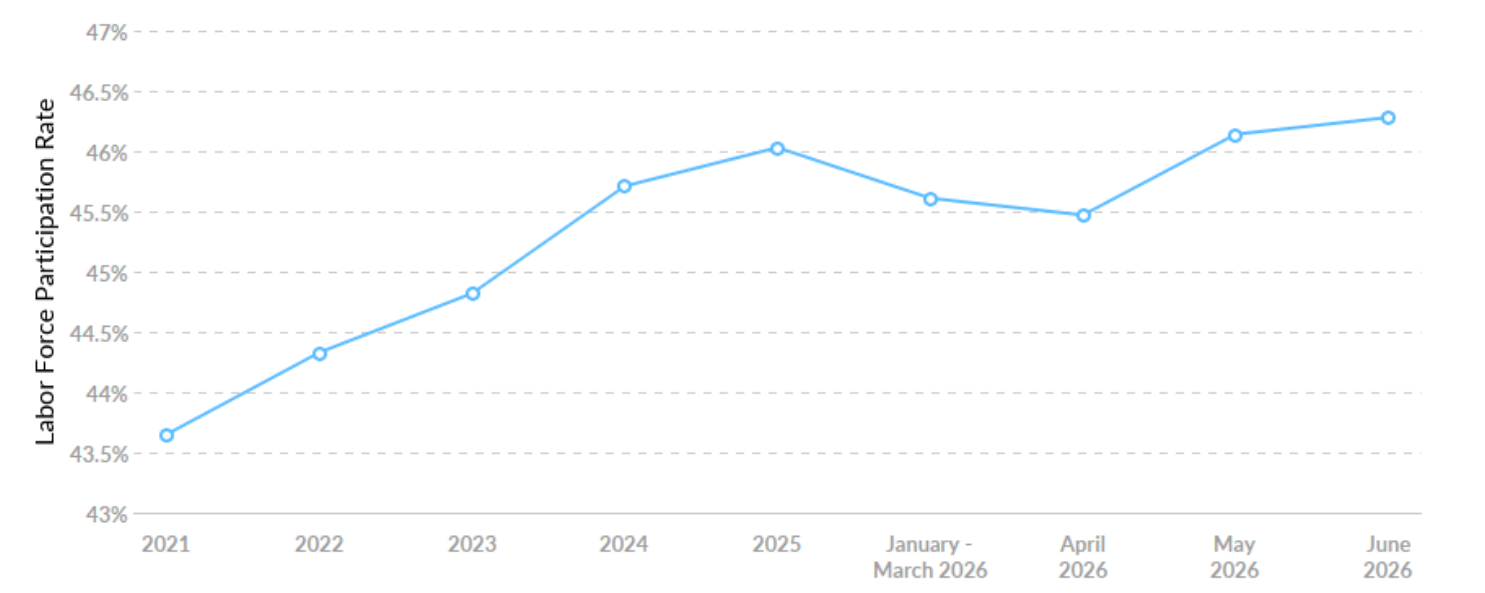
Job Trends

From 2020 to 2025, jobs increased by 7.4% in Kentucky Power-Served Counties from 133,007 to **142,838**. This change **fell short** of the national growth rate of 10.7% by 3.3%.



Timeframe	Jobs
2020	133,007
2021	136,790
2022	141,037
2023	143,650
2024	143,531
2025	142,838
2026	143,874
2027	144,614
2028	145,146
2029	145,473
2030	145,469

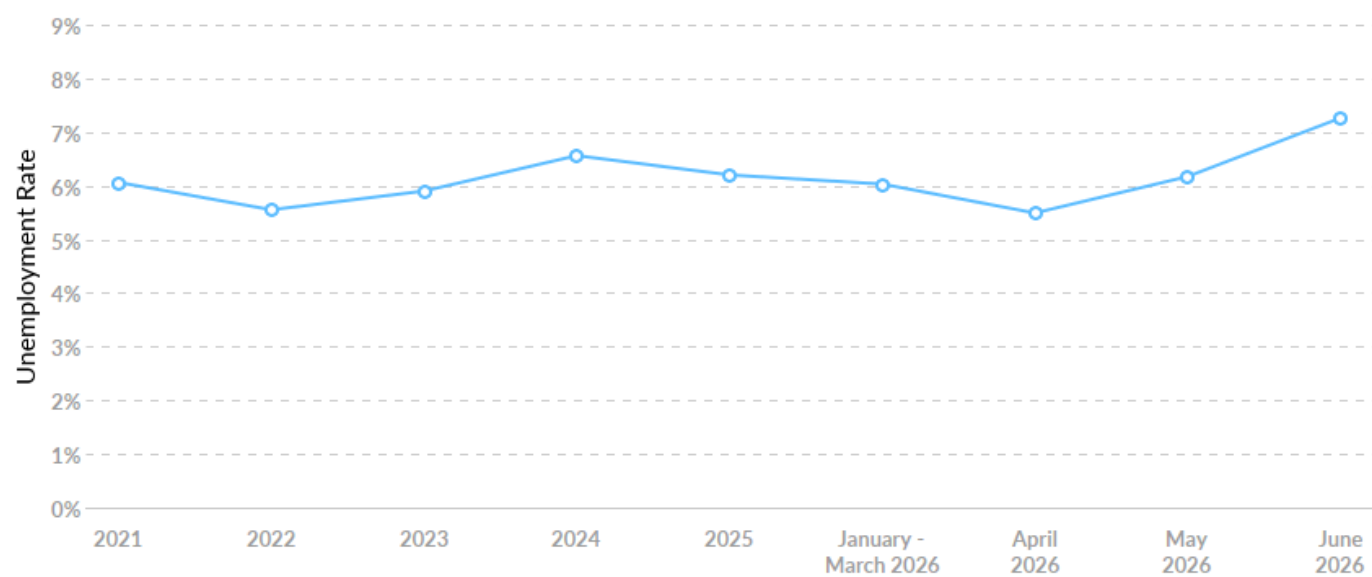
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2021	43.65%
2022	44.33%
2023	44.82%
2024	45.71%
2025	46.03%
January - March 2026	45.61%
April 2026	45.47%
May 2026	46.14%
June 2026	46.28%

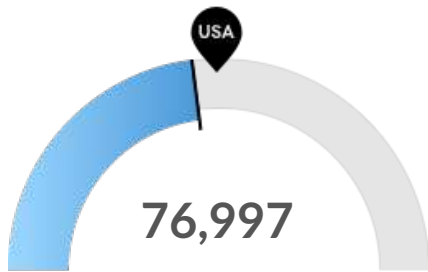
Unemployment Rate Trends

Your areas had a June 2026 unemployment rate of 7.26%, **increasing from 6.06%** 5 years before.



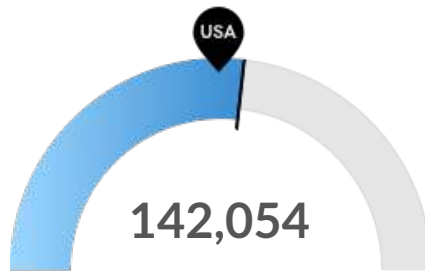
Timeframe	Unemployment Rate
2021	6.06%
2022	5.55%
2023	5.90%
2024	6.56%
2025	6.20%
January - March 2026	6.03%
April 2026	5.49%
May 2026	6.17%
June 2026	7.26%

Population Characteristics



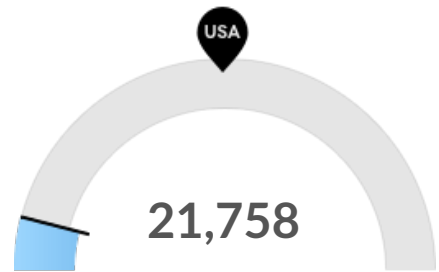
Millennials

Your area has 76,997 millennials (ages 25-39). The national average for an area this size is 86,859.



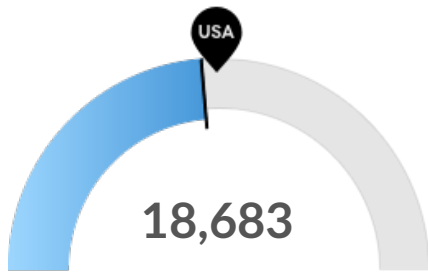
Retiring Soon

Retirement risk is high in your area. The national average for an area this size is 128,299 people 55 or older, while there are 142,054 here.



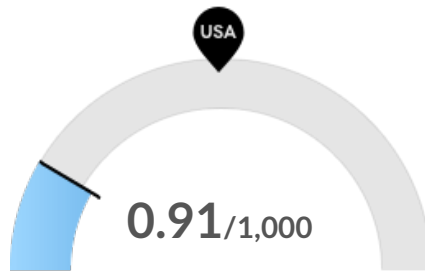
Racial Diversity

Racial diversity is low in your area. The national average for an area this size is 180,491 racially diverse people, while there are 21,758 here.



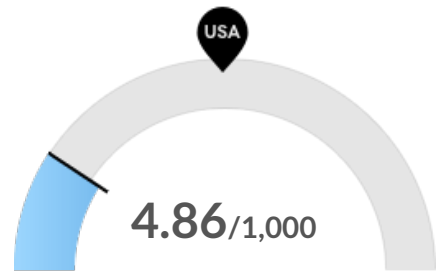
Veterans

Your area has 18,683 veterans. The national average for an area this size is 20,193.



Violent Crime

Your area has 0.91 violent crimes per 1,000 people. The national rate is 3.38 per 1,000 people.

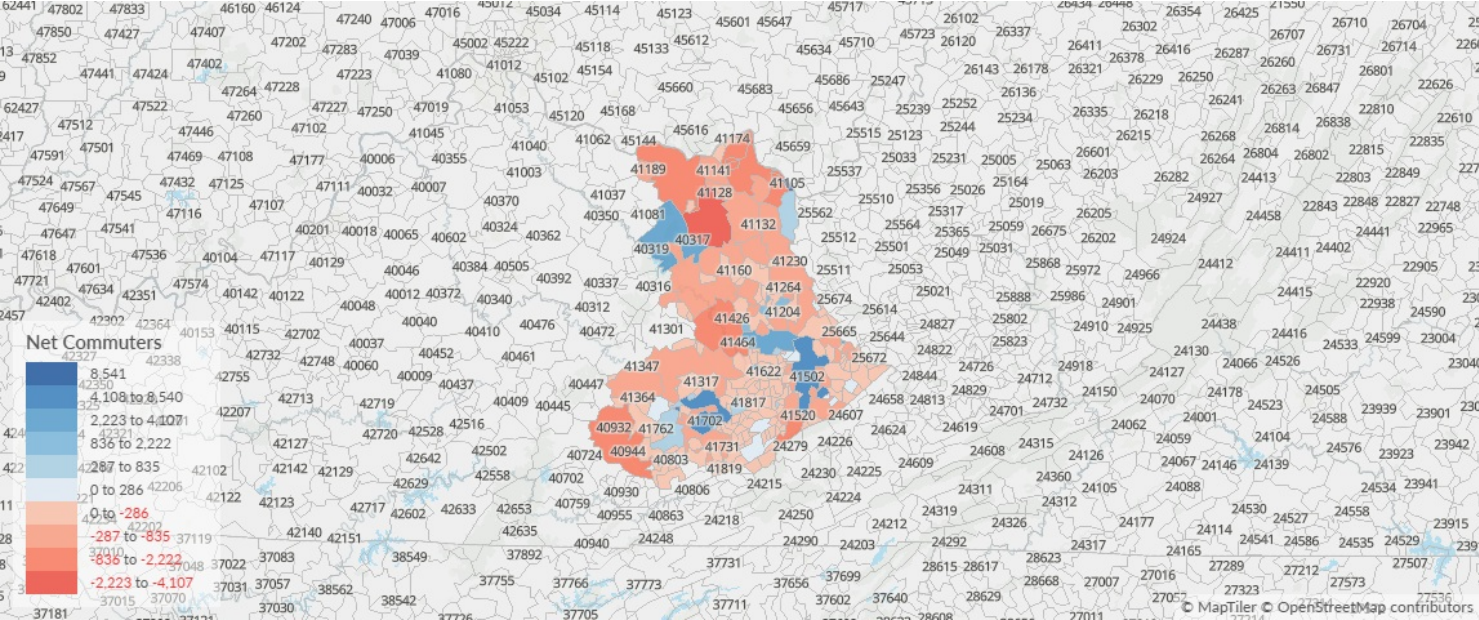


Property Crime

Your area has 4.86 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 #4 for resident workers. The top ZIP for resident workers is 40351.

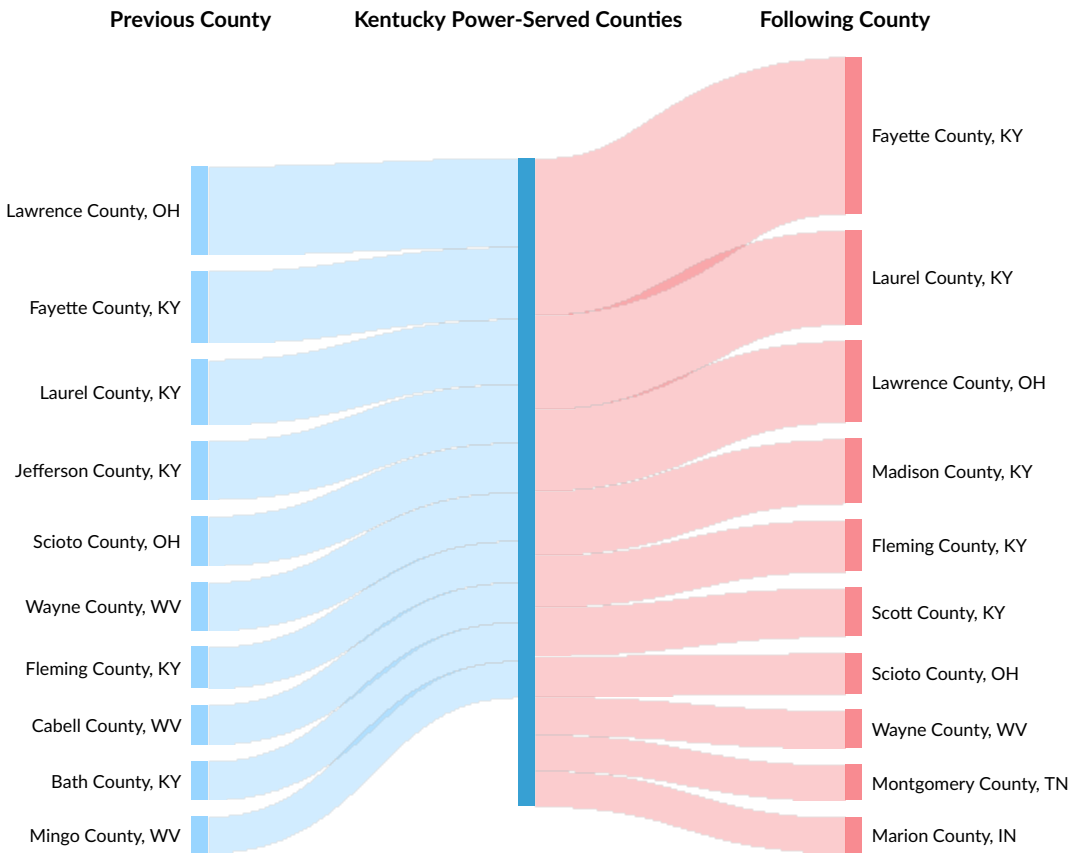


Where Talent Works			Where Talent Lives		
ZIP	Name	2025 Employment	ZIP	Name	2025 Workers
41101	Ashland, KY (in Boyd co...	16,502	40351	Morehead, KY (in Rowa...	9,357
41501	Pikeville, KY (in Pike cou...	13,819	41501	Pikeville, KY (in Pike cou...	8,720
40351	Morehead, KY (in Rowa...	11,622	41102	Ashland, KY (in Boyd co...	8,318
41701	Hazard, KY (in Perry cou...	10,099	41101	Ashland, KY (in Boyd co...	7,961
41102	Ashland, KY (in Boyd co...	6,672	40962	Manchester, KY (in Clay...	6,114

Inbound and Outbound Migration

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

As of 2023, 326 people have migrated from Lawrence County, OH to Kentucky Power-Served Counties. In the same year, 577 people left Kentucky Power-Served Counties migrating to Fayette County, KY. The total Net Migration for Kentucky Power-Served Counties in 2023 was -878.



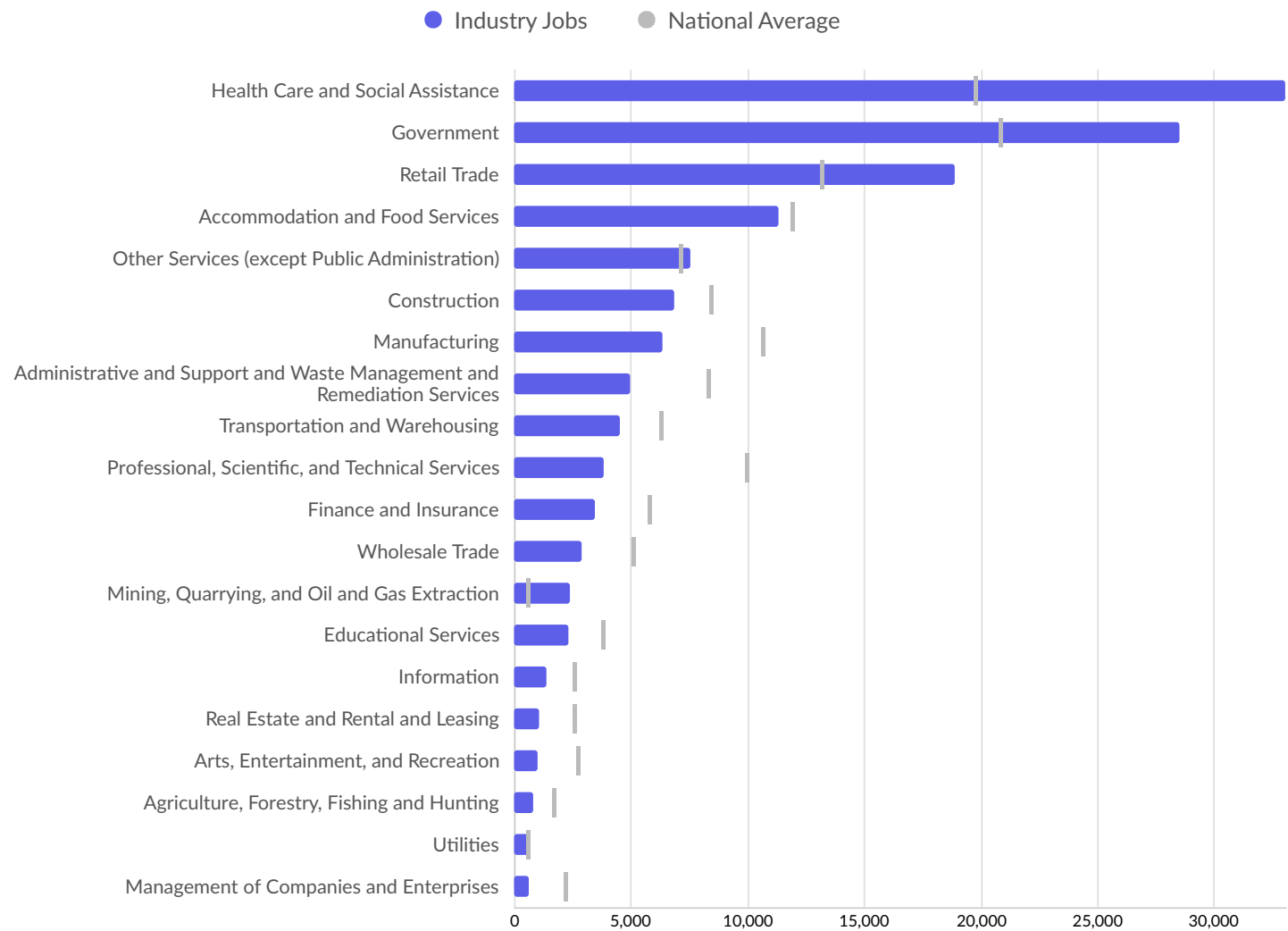
Top Previous Counties	Migrations
Lawrence County, OH	326
Fayette County, KY	265
Laurel County, KY	239
Jefferson County, KY	215
Scioto County, OH	182

Top Previous Counties	Migrations
Wayne County, WV	178
Fleming County, KY	152
Cabell County, WV	146
Bath County, KY	143
Mingo County, WV	134
Montgomery County, KY	128
Mason County, KY	109
Scott County, KY	99
Madison County, KY	81
Boone County, KY	78
Top Following Counties	Migrations
Fayette County, KY	577
Laurel County, KY	346
Lawrence County, OH	300
Madison County, KY	237
Fleming County, KY	190
Scott County, KY	180
Scioto County, OH	149
Wayne County, WV	140
Montgomery County, TN	132
Marion County, IN	131
Bath County, KY	113
Mingo County, WV	113
Montgomery County, KY	112
Mason County, KY	104

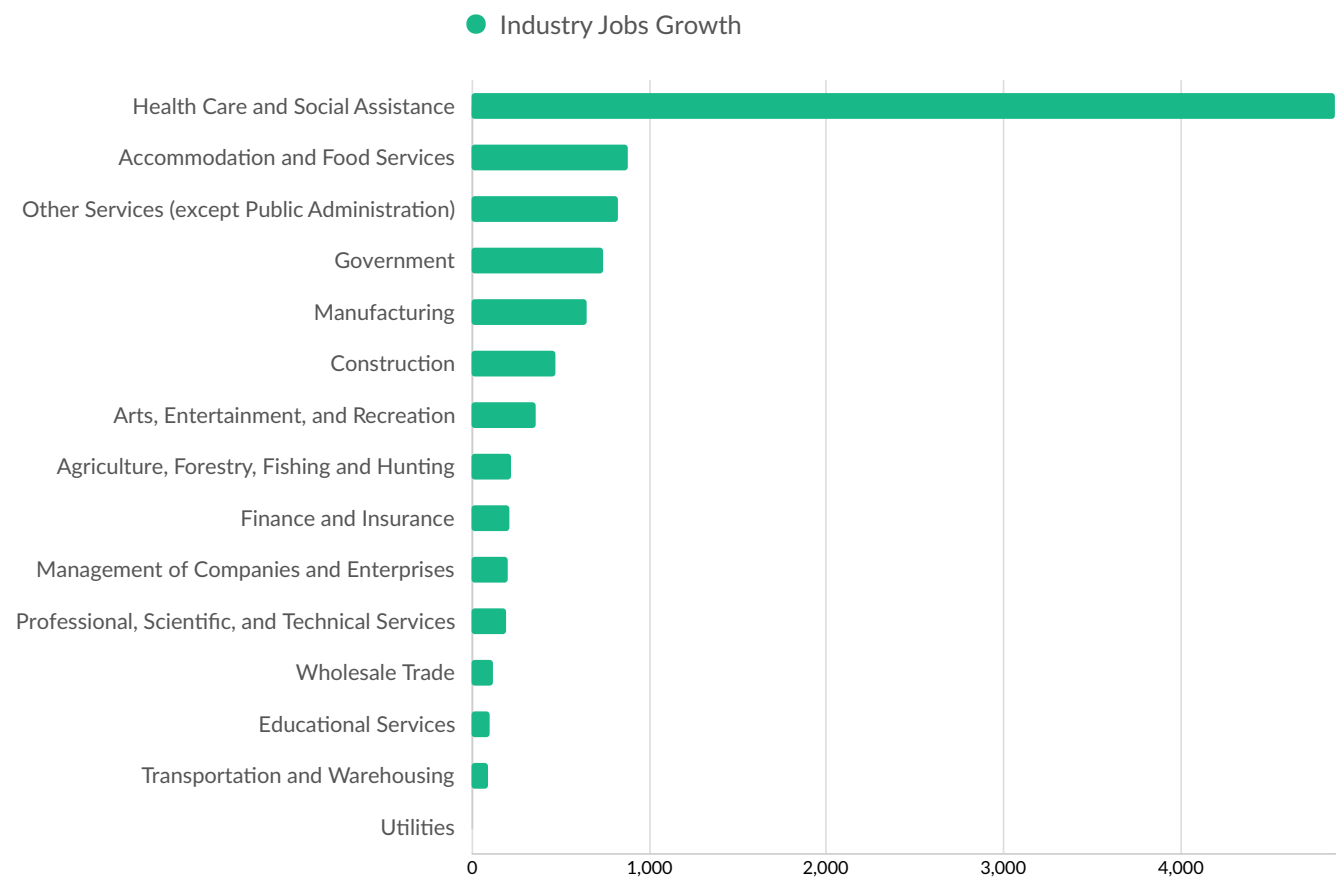
Top Following Counties	Migrations
Cabell County, WV	100

Industry Characteristics

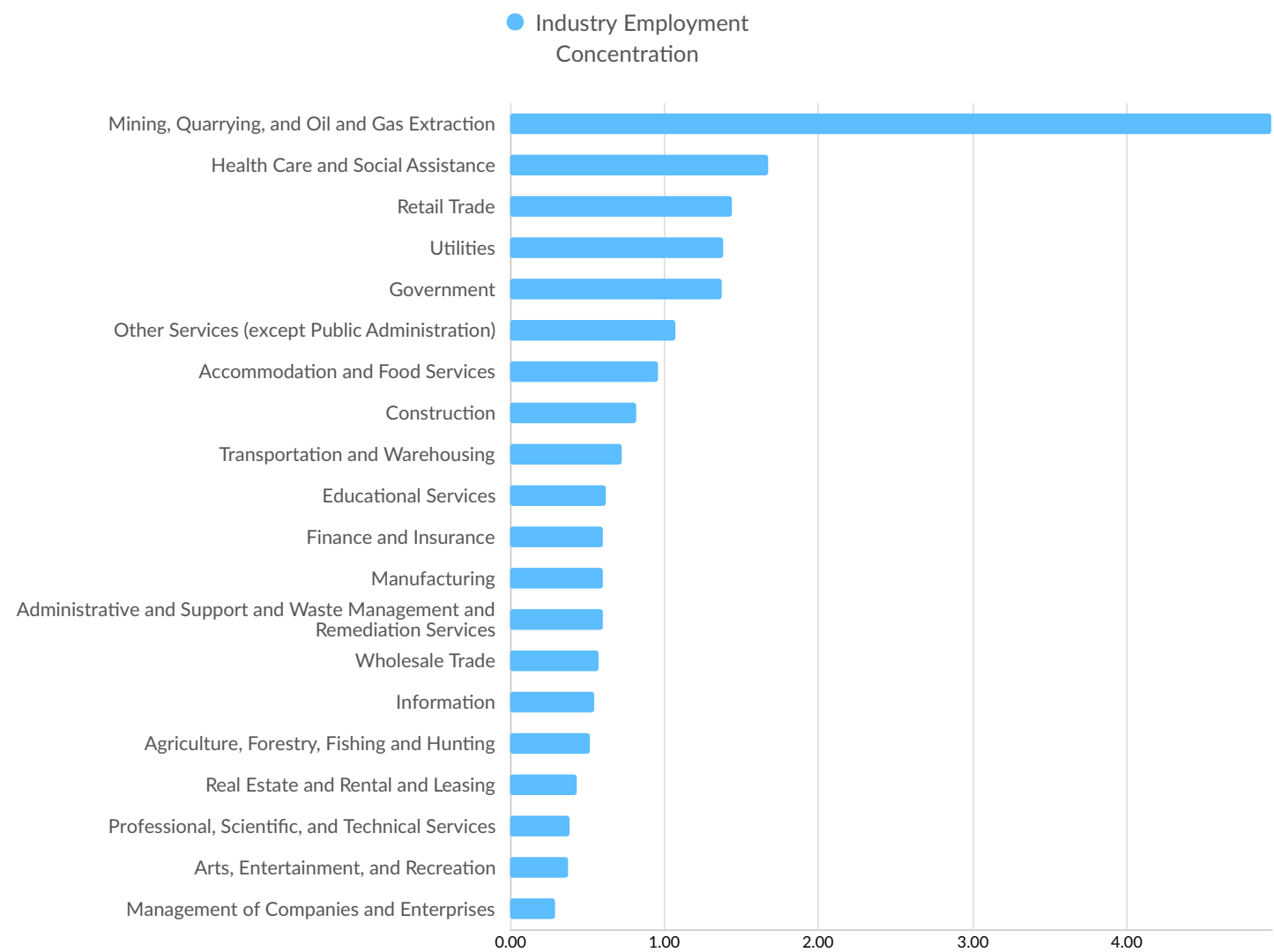
Largest Industries



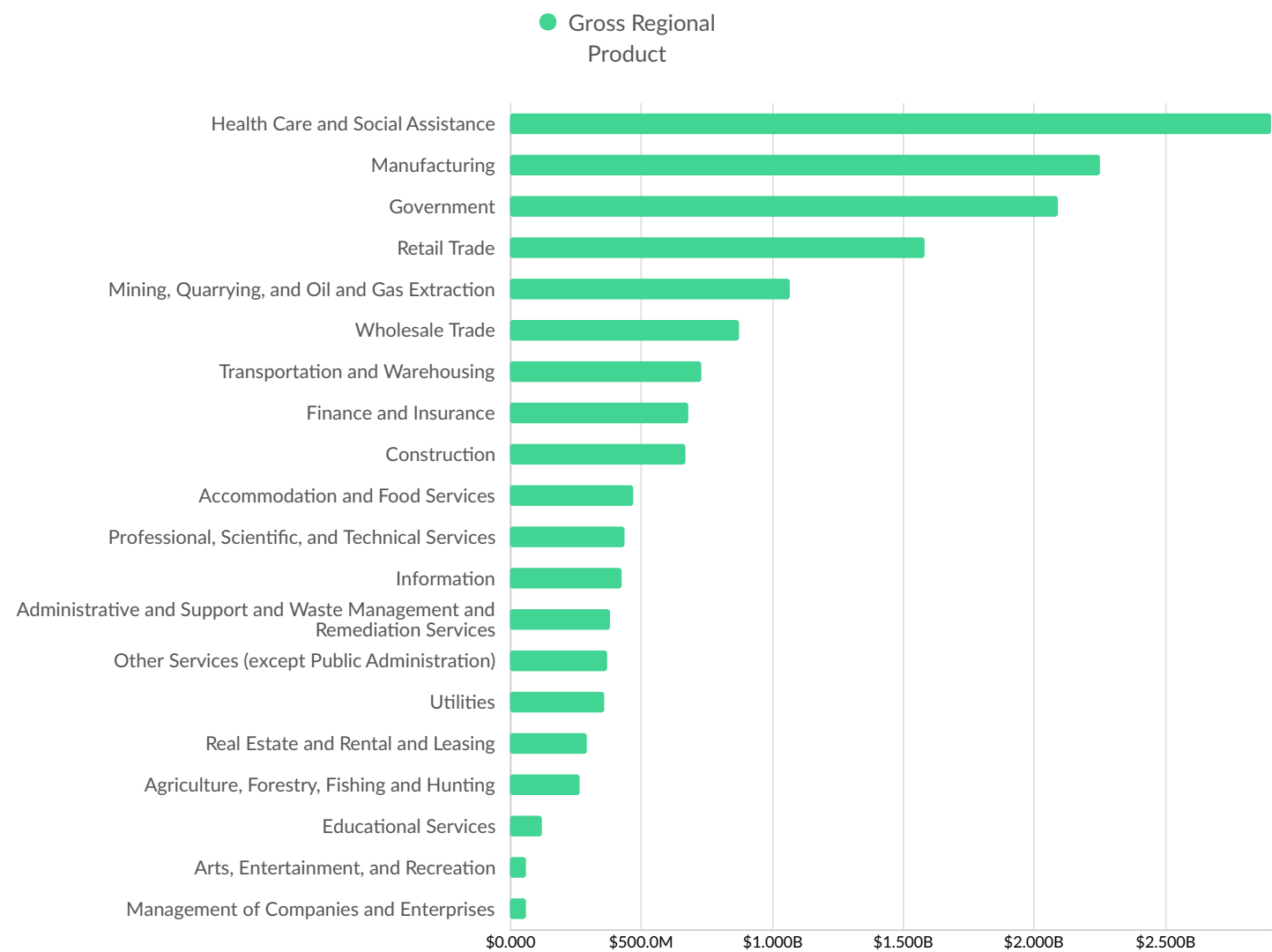
Top Growing Industries



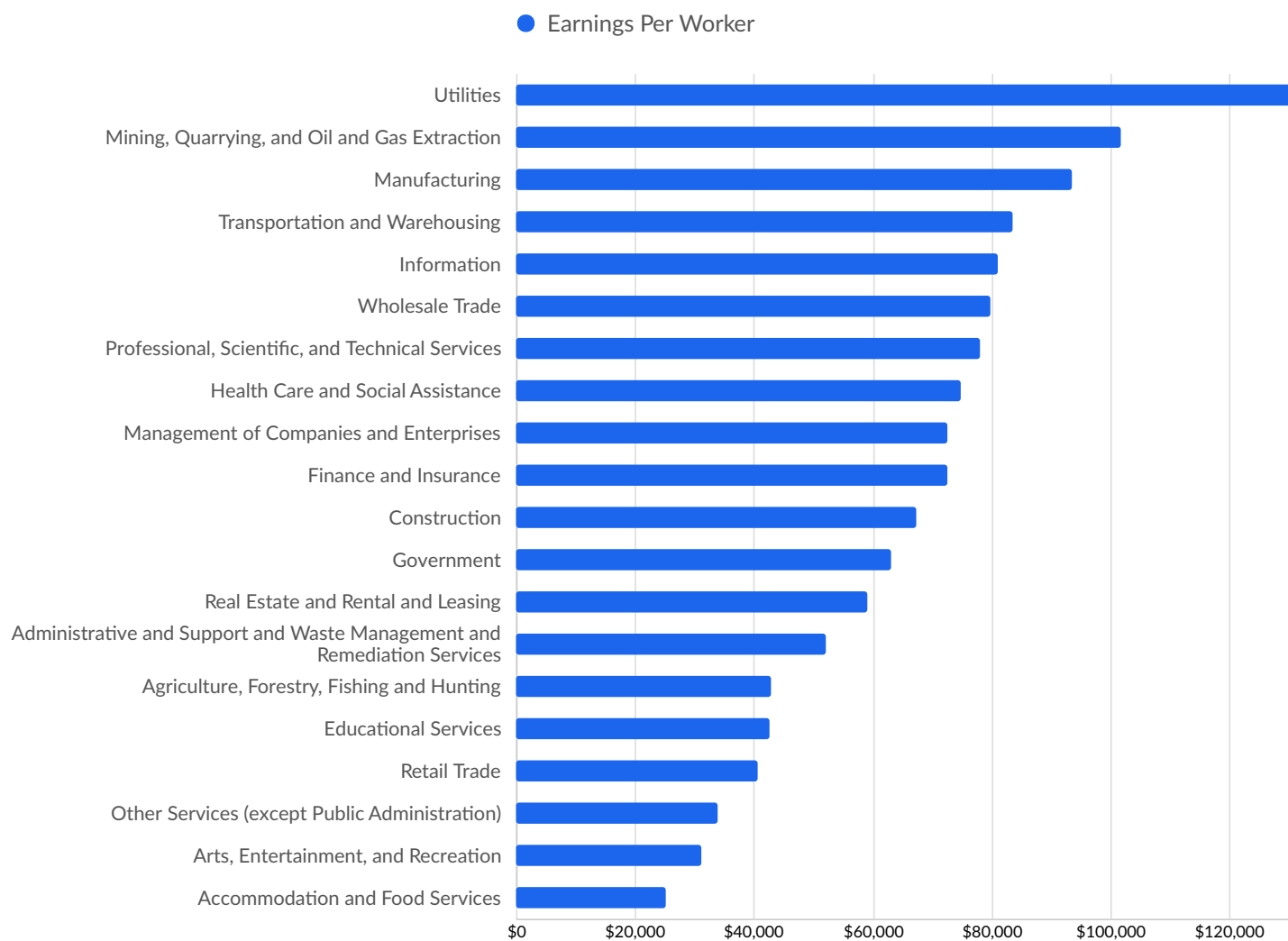
Top Industry Employment Concentration



Top Industry GRP



Top Industry Earnings



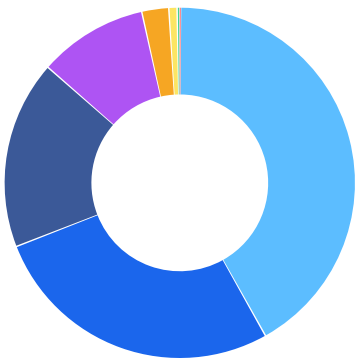
Business Characteristics

16,951 Companies Employ Your Workers

Online profiles for your workers mention 16,951 companies as employers, with the top 10 appearing below. In the last 12 months, 2,269 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Morehead State University	1,037	Appalachian Regional Healthcare	1,242
Pikeville Medical Center	862	Soliant Health	459
King's Daughters Medical Center	821	K-Va-T Food Stores	405
Appalachian Regional Healthcare	759	Walmart	383
Marathon Petroleum	497	Pikeville Medical Center	376
Commonwealth of Kentucky	423	Commonwealth of Kentucky	342
St Claire Healthcare	384	Dollar General	333
University of Pikeville	375	Food City	267
Walmart	342	Vetted Health	245
Mountain Comprehensive Care ...	325	AdventHealth	242

Business Size

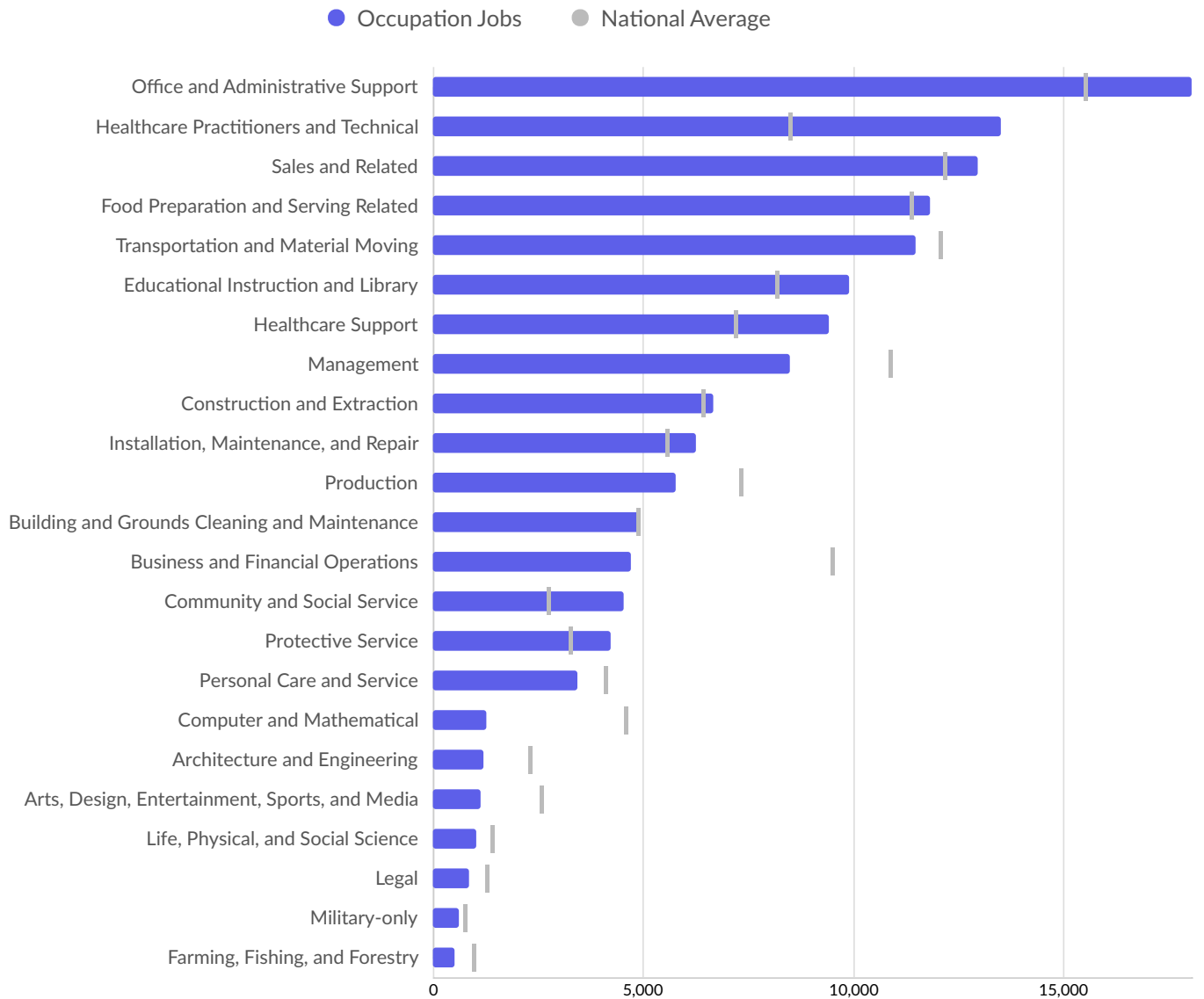


	Percentage	Business Count
1 to 4 employees	41.8%	7,053
5 to 9 employees	27.2%	4,593
10 to 19 employees	17.4%	2,930
20 to 49 employees	10.1%	1,698
50 to 99 employees	2.5%	419
100 to 249 employees	0.8%	128
250 to 499 employees	0.3%	43
500+ employees	0.1%	10

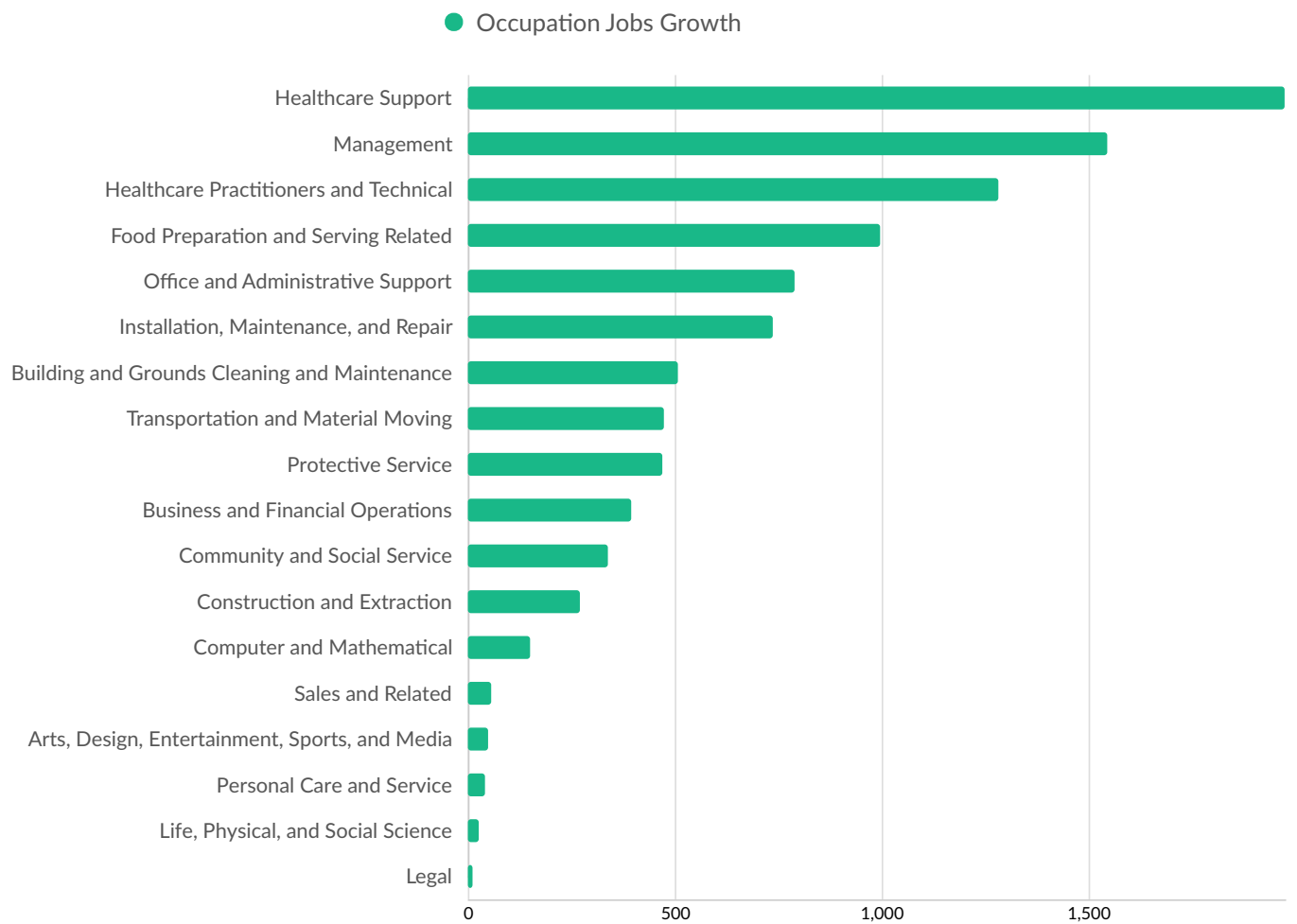
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

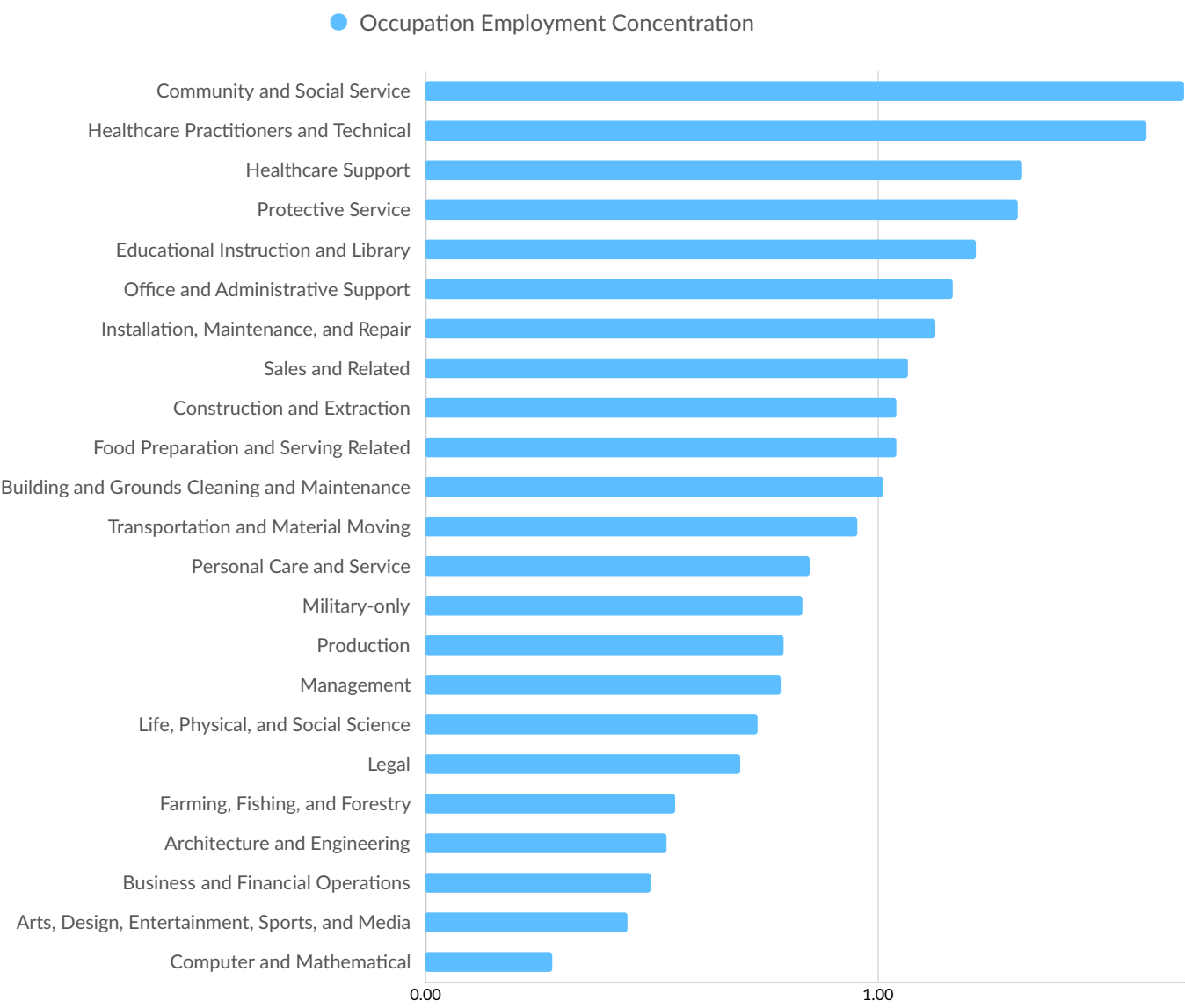
Largest Occupations



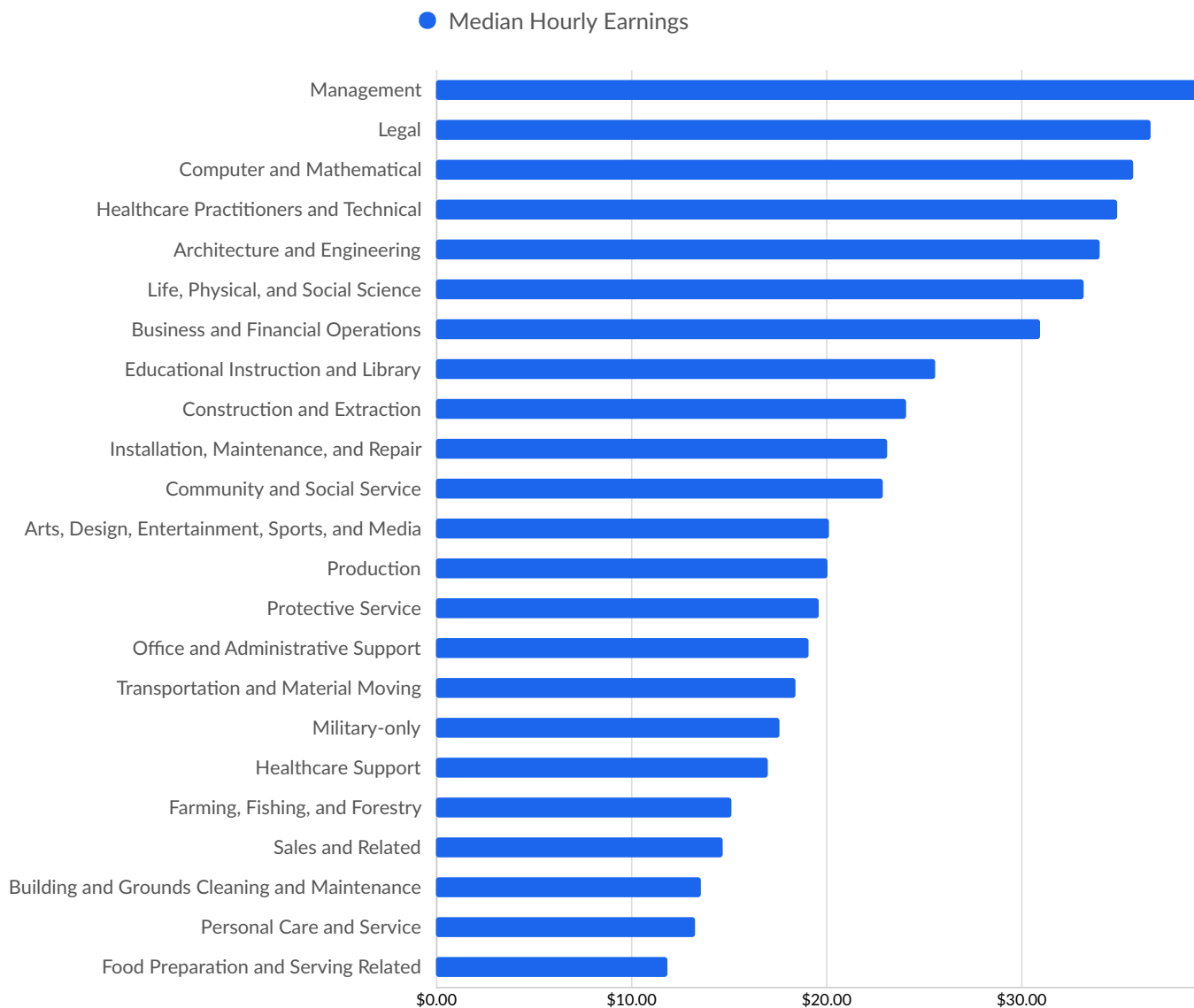
Top Growing Occupations



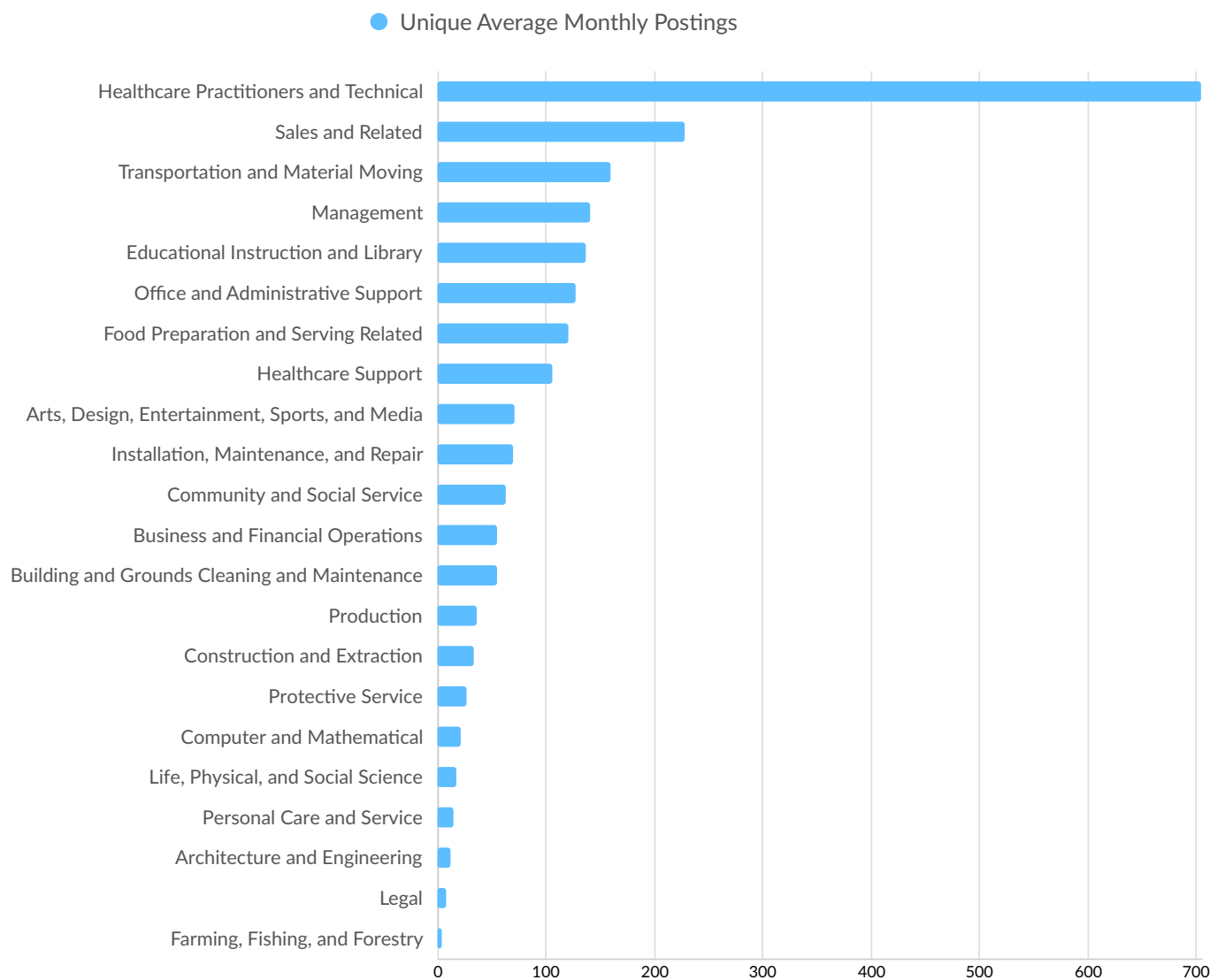
Top Occupation Employment Concentration



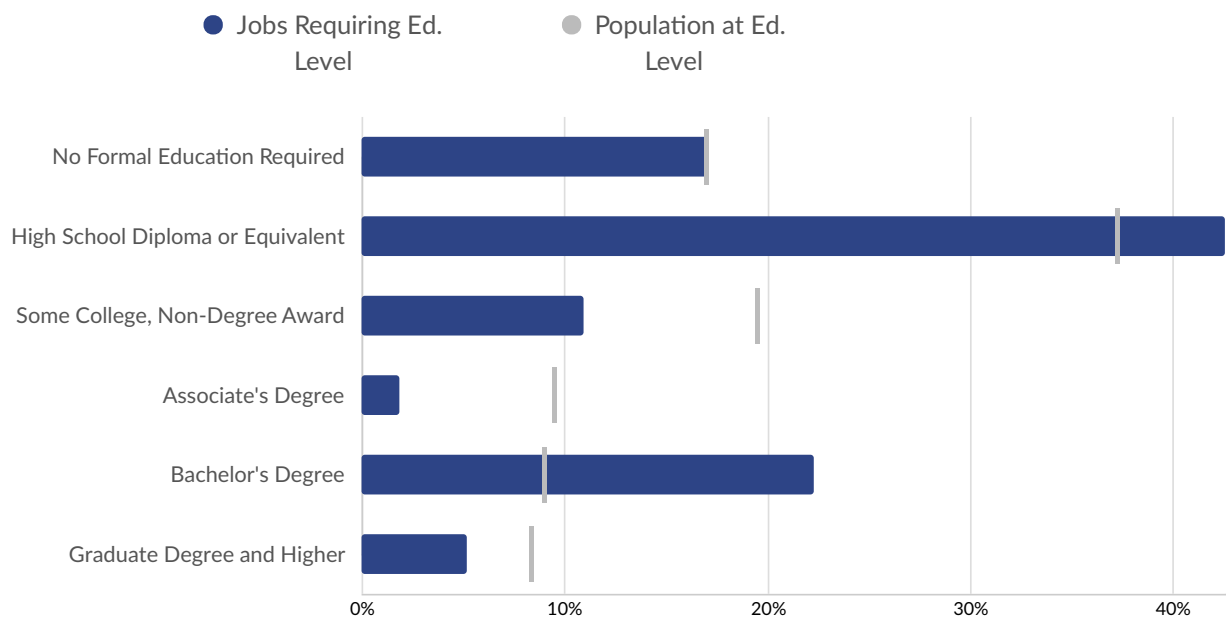
Top Occupation Earnings



Top Posted Occupations

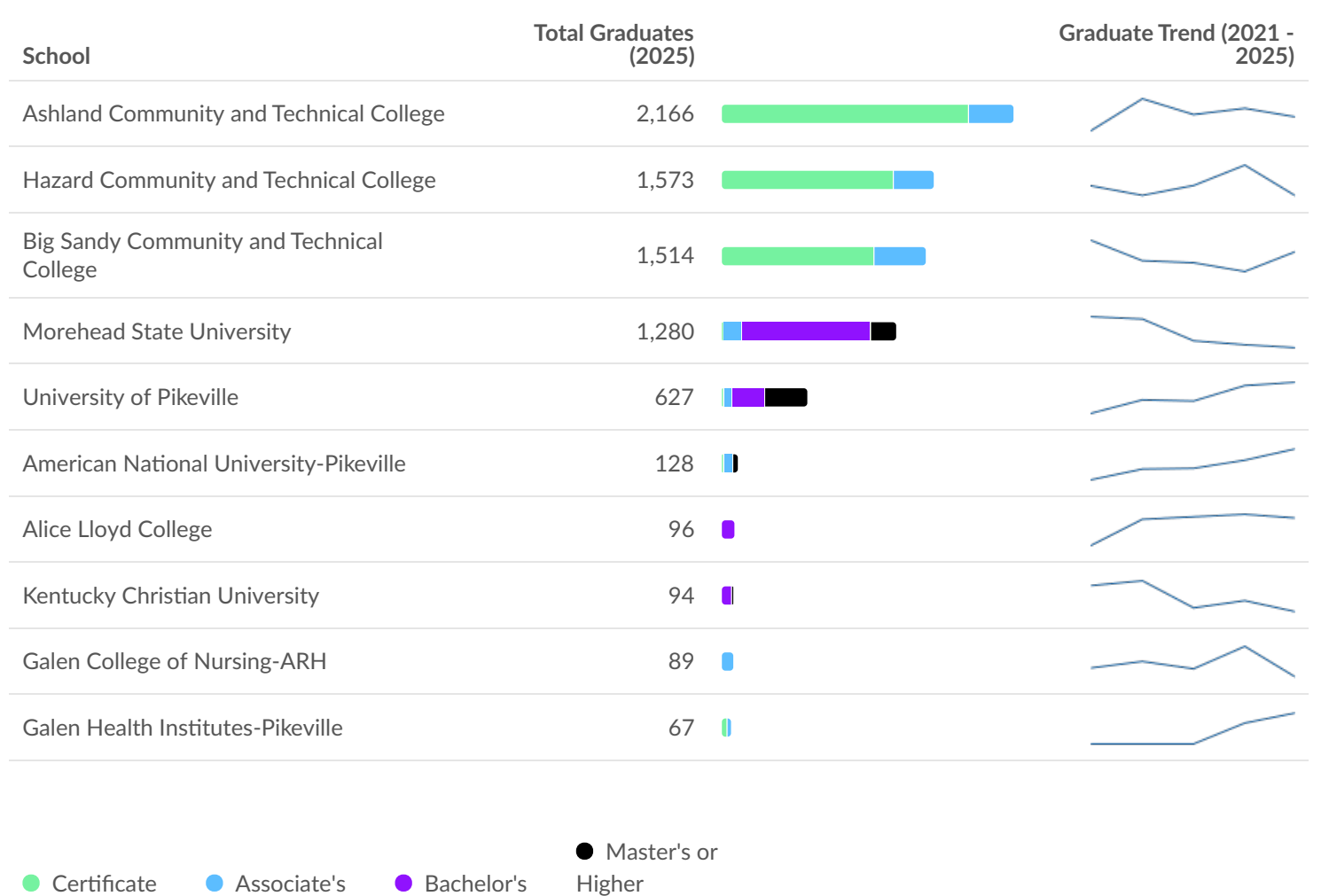


Underemployment

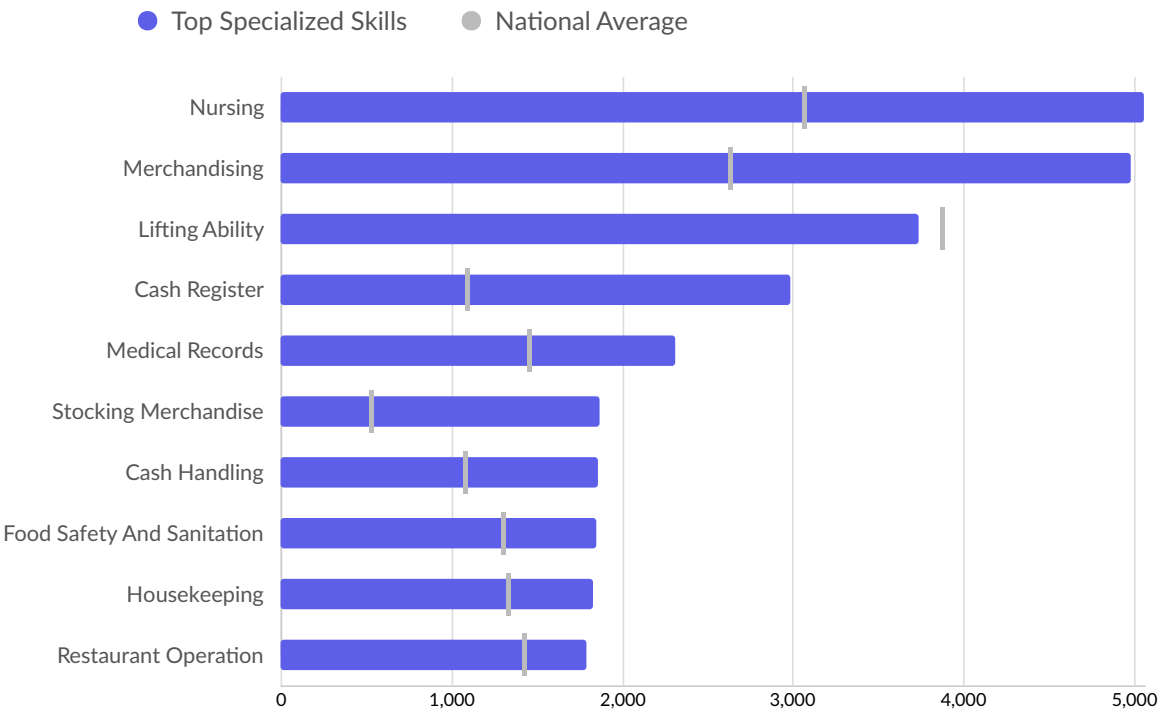


Educational Pipeline

In 2025, there were 7,726 graduates in Kentucky Power-Served Counties. This pipeline has shrunk by 3% over the last 5 years. The highest share of these graduates come from "Licensed Practical/Vocational Nurse Training" (Certificate), "Electrician" (Certificate), and "Liberal Arts and Sciences/Liberal Studies" (Associate's).



In-Demand Skills



Appendix A (Geographies)

Code	Description
21019	Boyd County, KY
21025	Breathitt County, KY
21043	Carter County, KY
21051	Clay County, KY
21063	Elliott County, KY
21071	Floyd County, KY
21089	Greenup County, KY
21115	Johnson County, KY
21119	Knott County, KY
21127	Lawrence County, KY

Code	Description
21131	Leslie County, KY
21133	Letcher County, KY
21135	Lewis County, KY
21153	Magoffin County, KY
21159	Martin County, KY
21175	Morgan County, KY
21189	Owsley County, KY
21193	Perry County, KY
21195	Pike County, KY
21205	Rowan County, KY