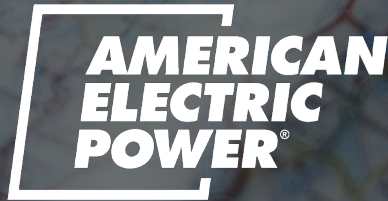




Kentucky Power-Served Counties



1 Riverside Plaza, 12th Floor
Columbus, Ohio 43215

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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	<i>See Appendix A for all 20 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

430,646

Population (2023)

Population **decreased by 4,541** over the last 5 years and is projected to **decrease by 3,540** over the next 5 years.

143,933

Total Regional Employment

Jobs **grew by 3,758** over the last 5 years and are projected to **grow by 4,515** over the next 5 years.

\$57.7K

Avg. Earnings Per Job (2023)

Regional average earnings per job are **\$25.6K below** the national average earnings of \$83.3K per job.

Takeaways

- As of 2023 the region's population **declined by 1.0%** since 2018, falling by 4,541. Population is expected to **decrease by 0.8%** between 2023 and 2028, losing 3,540.
- From 2018 to 2023, jobs **increased by 2.7%** in Kentucky Power-Served Counties from 140,175 to **143,933**. This change **fell short of the national growth rate of 4.3% by 1.6%**. As the number of jobs increased, the **labor force participation rate decreased from 42.1% to 40.6% between 2018 and 2023**.
- Concerning educational attainment, **8.5% of the selected regions' residents possess a Bachelor's Degree** (12.7% below the national average), and **9.0% hold an Associate's Degree** (0.1% above the national average).
- The top three industries in 2023 are Education and Hospitals (Local Government), General Medical and Surgical Hospitals, and Restaurants and Other Eating Places.

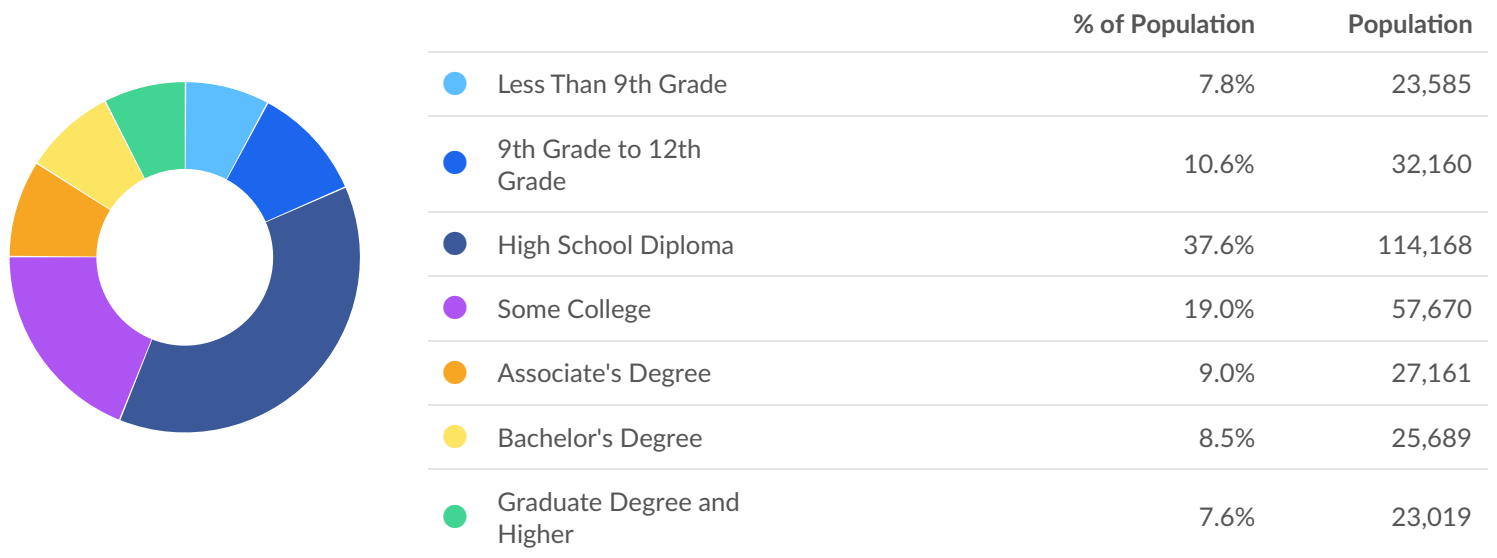
	Population (2024)	Labor Force (Mar 2024)	Jobs (2023)	Cost of Living	GRP	Imports	Exports
Region	430,172	140,577	143,933	87.8	\$17.24B	\$27.51B	\$27.70B
State	4,552,849	2,046,927	2,237,357	92.5	\$273.90B	\$302.66B	\$351.26B

Mar 2024 Labor Force Breakdown



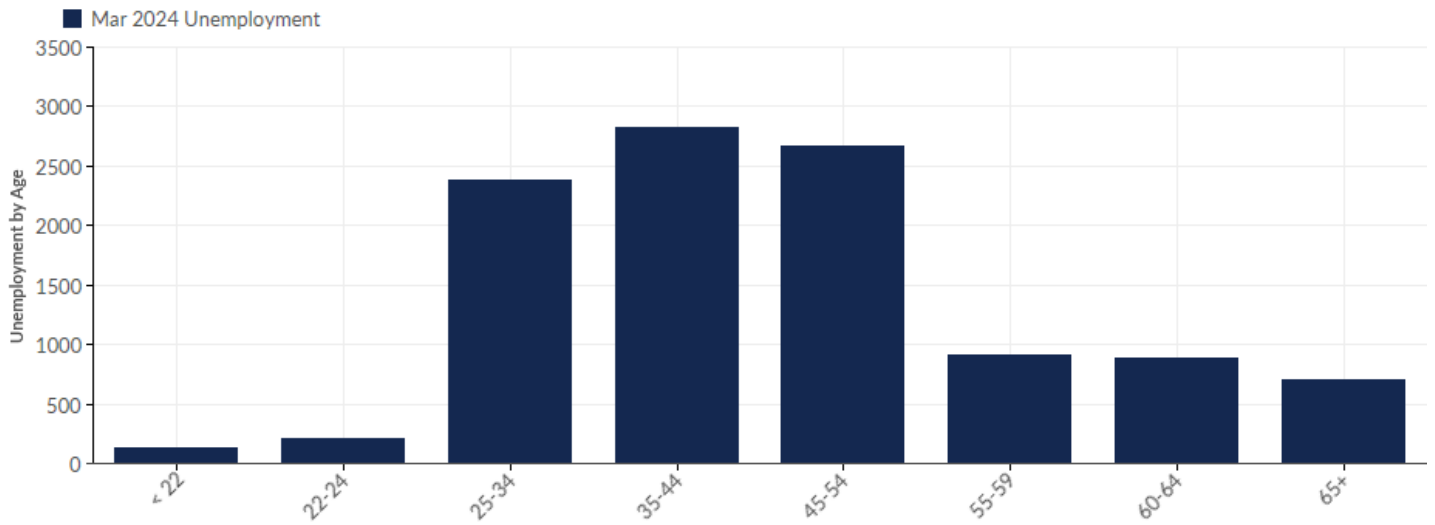
Educational Attainment

Concerning educational attainment, **8.5% of the selected regions' residents possess a Bachelor's Degree** (12.7% below the national average), and **9.0% hold an Associate's Degree** (0.1% above the national average).



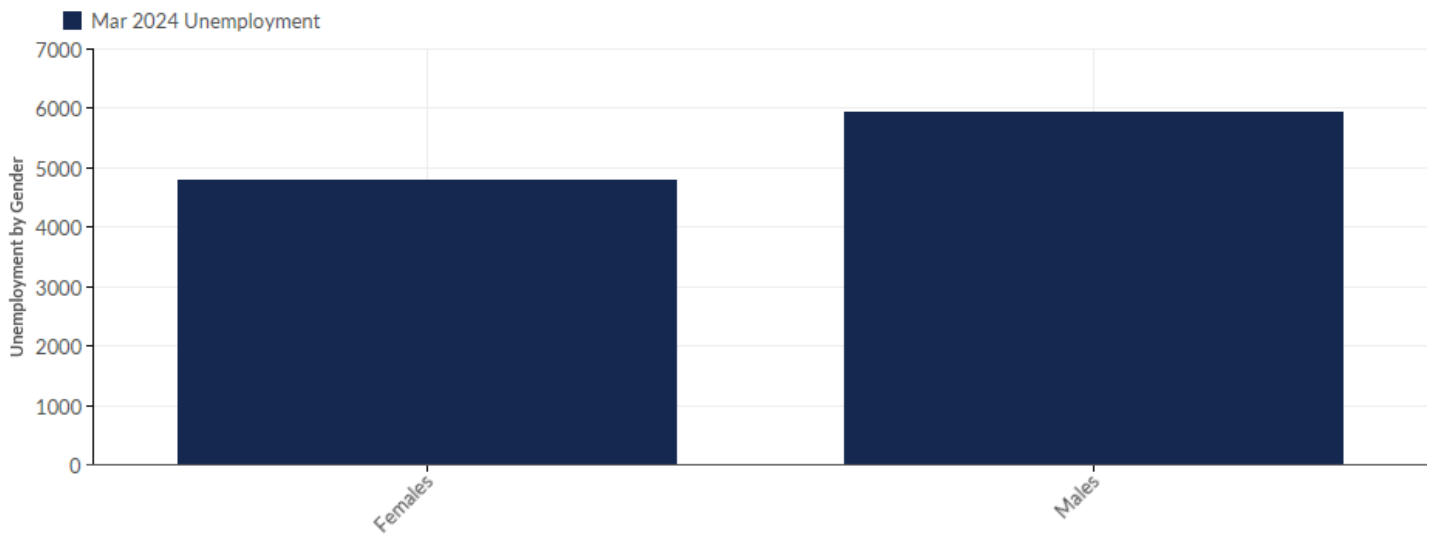
Unemployment by Demographics

Unemployment by Age



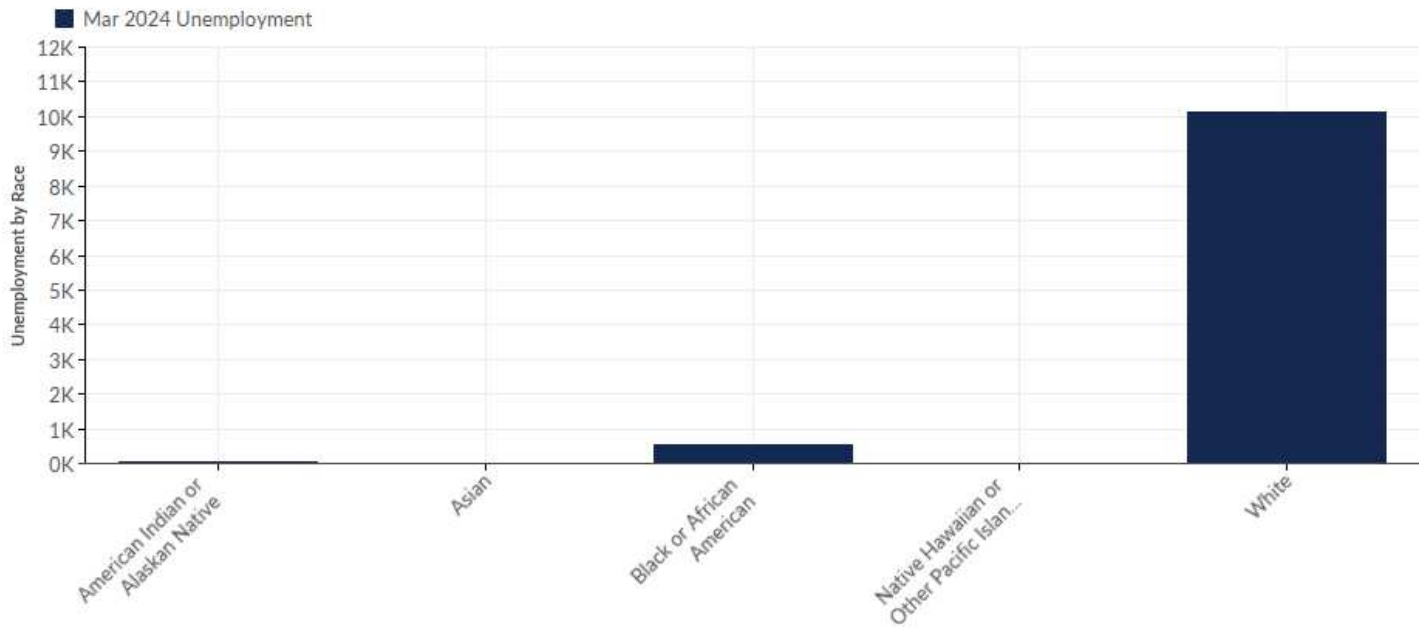
Age	Unemployment (Mar 2024)	% of Unemployed
< 22	131	1.22%
22-24	208	1.94%
25-34	2,375	22.18%
35-44	2,817	26.30%
45-54	2,667	24.90%
55-59	912	8.52%
60-64	891	8.32%
65+	708	6.61%
Total	10,709	100.00%

Unemployment by Gender



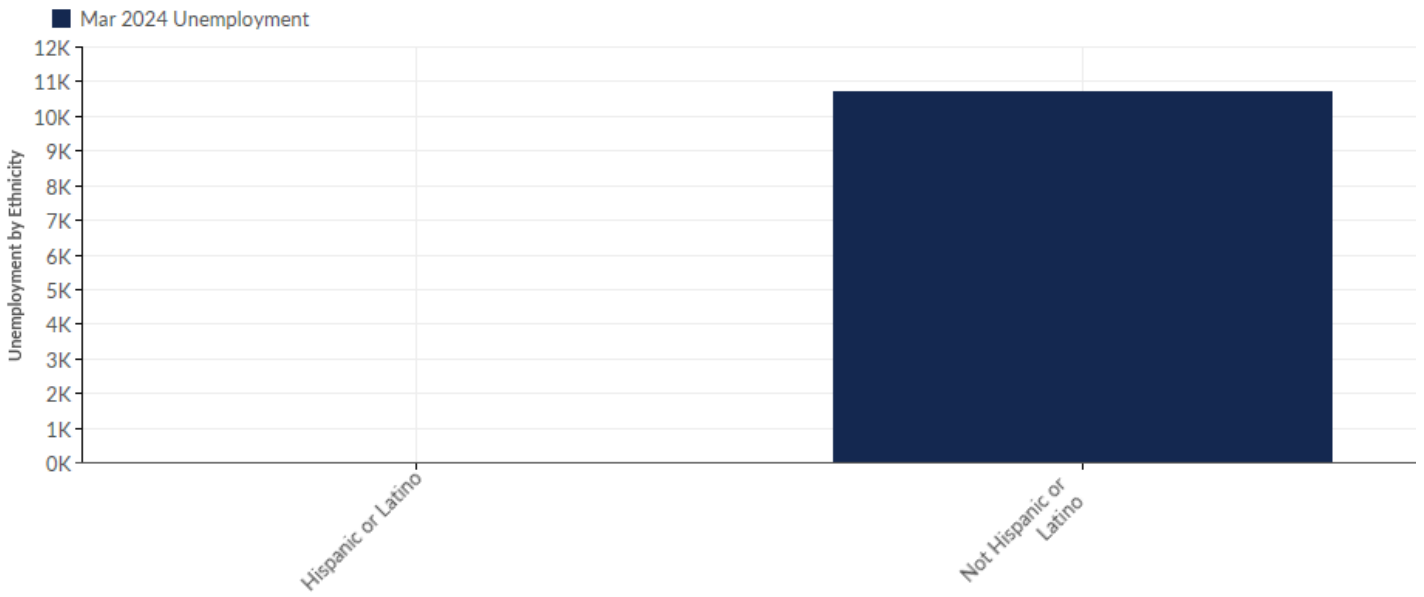
Gender	Unemployment (Mar 2024)	% of Unemployed
Females	4,779	44.63%
Males	5,930	55.37%
Total	10,709	100.00%

Unemployment by Race



Race	Unemployment (Mar 2024)	% of Unemployed
American Indian or Alaskan Native	43	0.40%
Asian	15	0.14%
Black or African American	533	4.98%
Native Hawaiian or Other Pacific Islander	0	0.00%
White	10,119	94.49%
Total	10,709	100.00%

Unemployment by Ethnicity

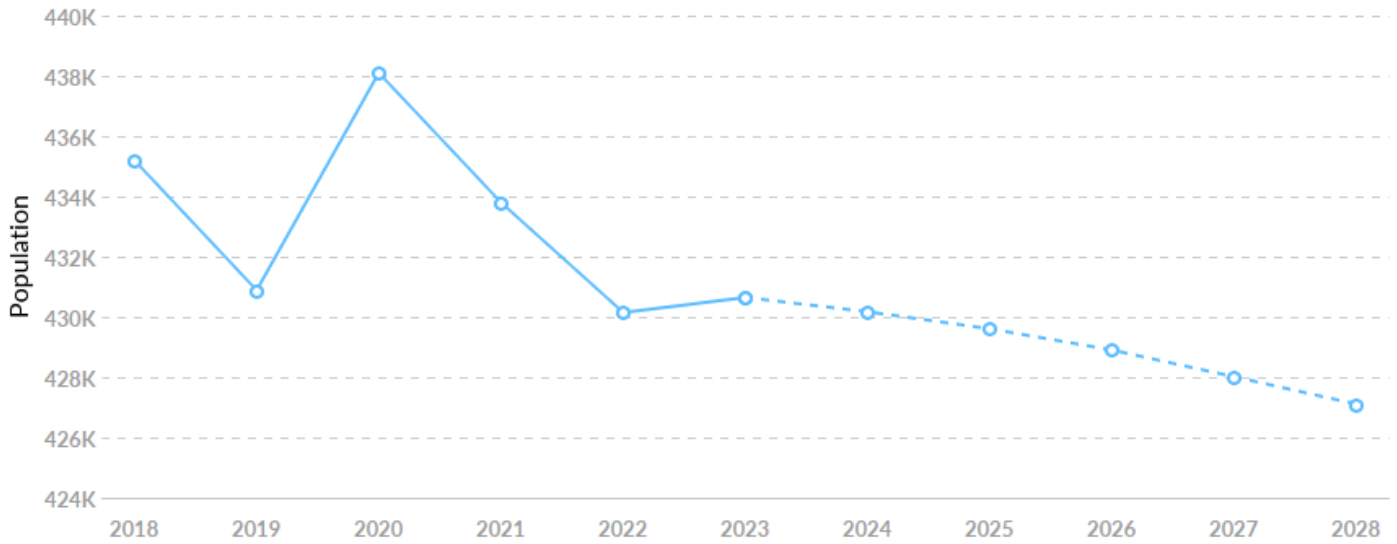


Ethnicity	Unemployment (Mar 2024)	% of Unemployed
Hispanic or Latino	11	0.10%
Not Hispanic or Latino	10,698	99.90%
Total	10,709	100.00%

Historic & Projected Trends

Population Trends

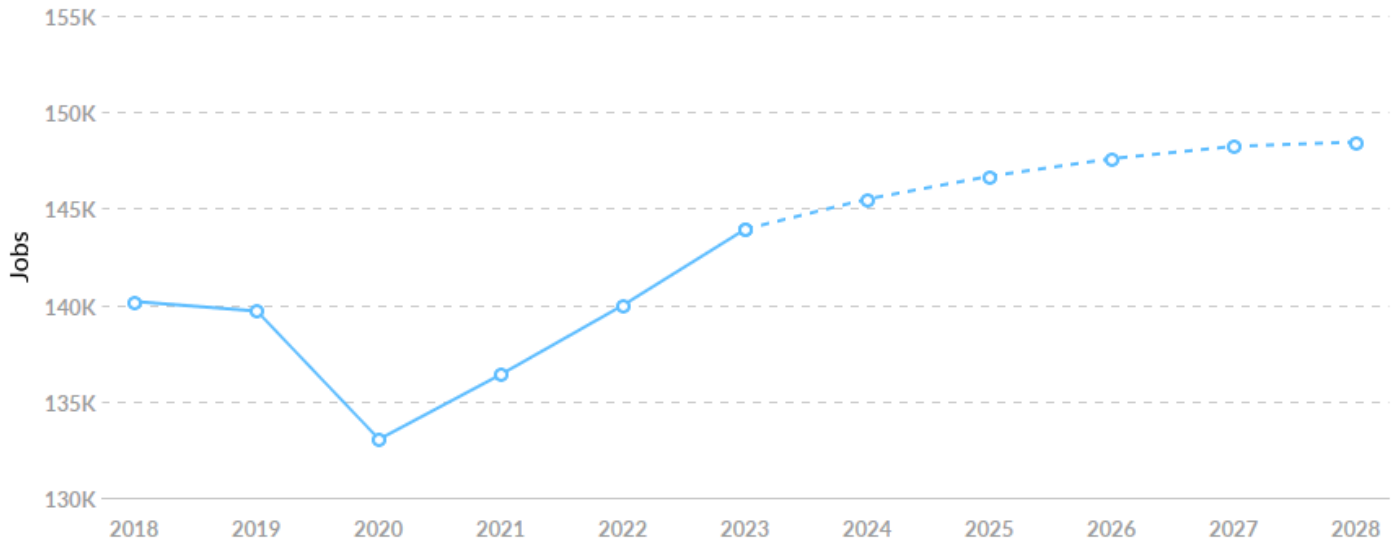
As of 2023 the region's population **declined by 1.0%** since 2018, falling by 4,541. Population is expected to **decrease by 0.8%** between 2023 and 2028, losing 3,540.



Timeframe	Population
2018	435,187
2019	430,877
2020	438,092
2021	433,792
2022	430,146
2023	430,646
2024	430,172
2025	429,606
2026	428,901
2027	428,015
2028	427,105

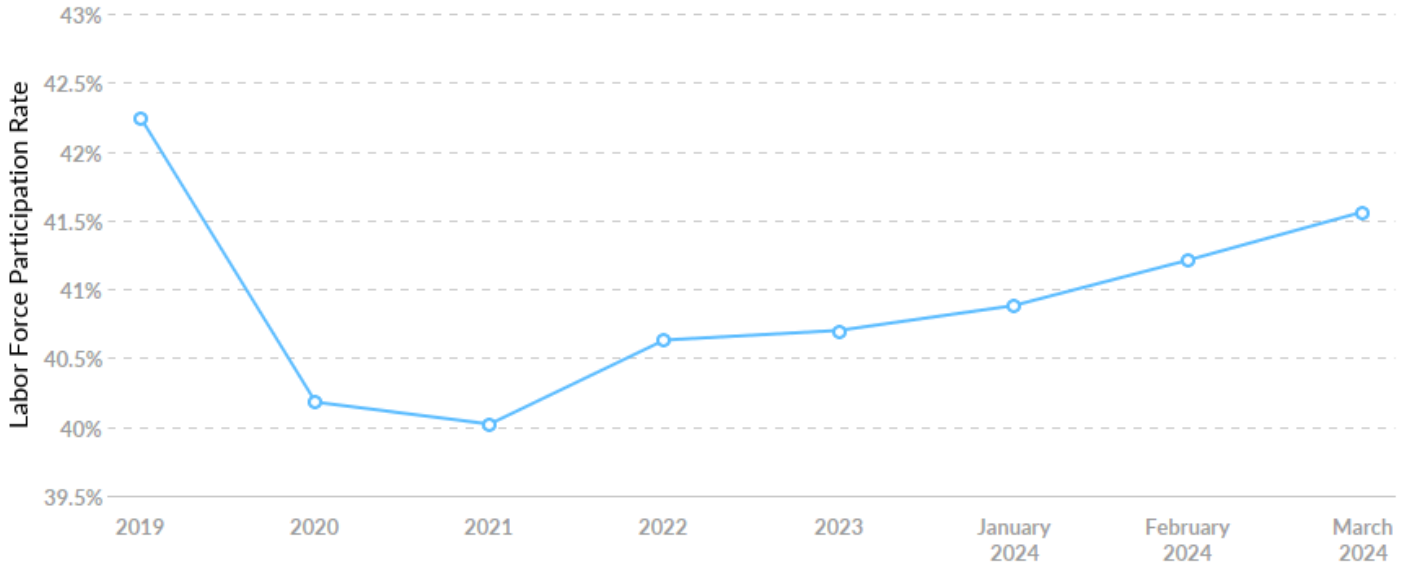
Job Trends

From 2018 to 2023, jobs increased by 2.7% in Kentucky Power-Served Counties from 140,175 to 143,933. This change fell short of the national growth rate of 4.3% by 1.6%.



Timeframe	Jobs
2018	140,175
2019	139,679
2020	133,030
2021	136,401
2022	139,993
2023	143,933
2024	145,495
2025	146,676
2026	147,586
2027	148,225
2028	148,448

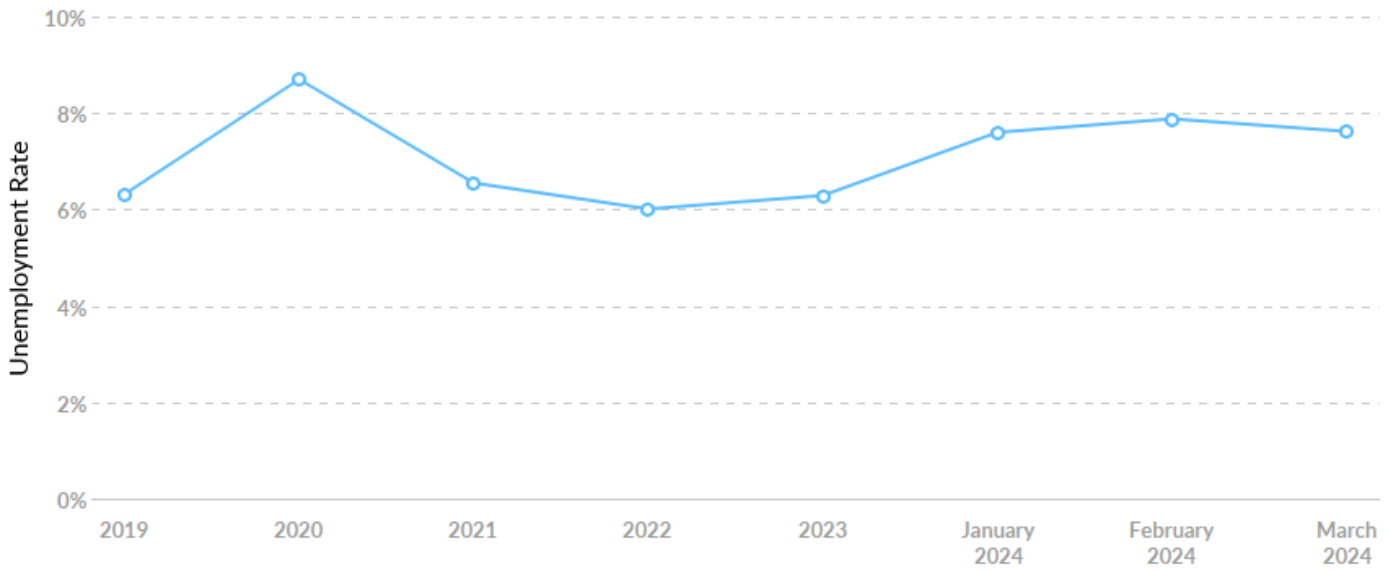
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2019	42.24%
2020	40.18%
2021	40.02%
2022	40.63%
2023	40.70%
January 2024	40.88%
February 2024	41.21%
March 2024	41.56%

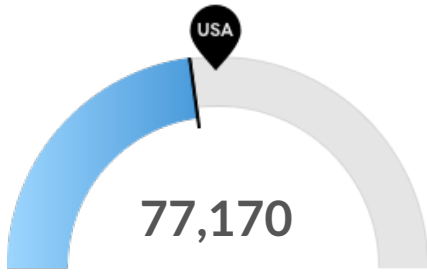
Unemployment Rate Trends

Your areas had a March 2024 unemployment rate of 7.62%, increasing from 6.32% 5 years before.



Timeframe	Unemployment Rate
2019	6.32%
2020	8.70%
2021	6.55%
2022	6.01%
2023	6.29%
January 2024	7.60%
February 2024	7.88%
March 2024	7.62%

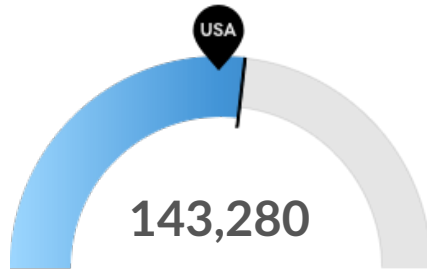
Population Characteristics



77,170

Millennials

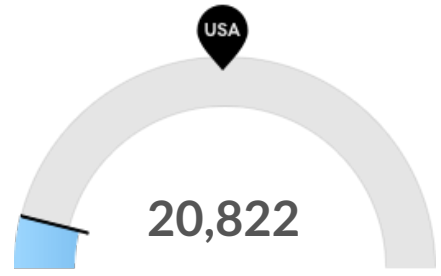
Your area has 77,170 millennials (ages 25-39). The national average for an area this size is 87,464.



143,280

Retiring Soon

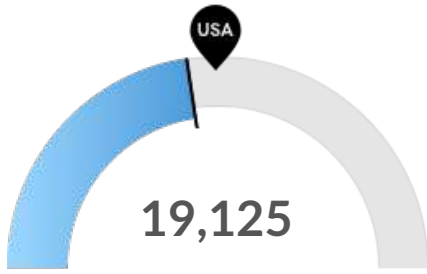
Retirement risk is high in your area. The national average for an area this size is 128,907 people 55 or older, while there are 143,280 here.



20,822

Racial Diversity

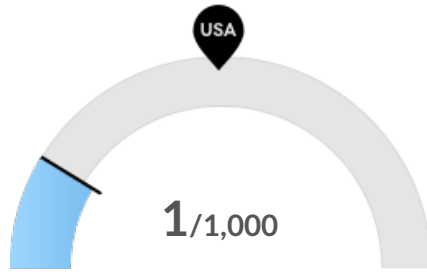
Racial diversity is low in your area. The national average for an area this size is 176,894 racially diverse people, while there are 20,822 here.



19,125

Veterans

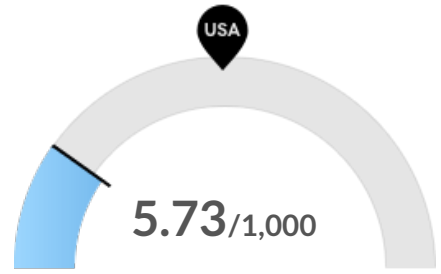
Your area has 19,125 veterans. The national average for an area this size is 21,991.



1/1,000

Violent Crime

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



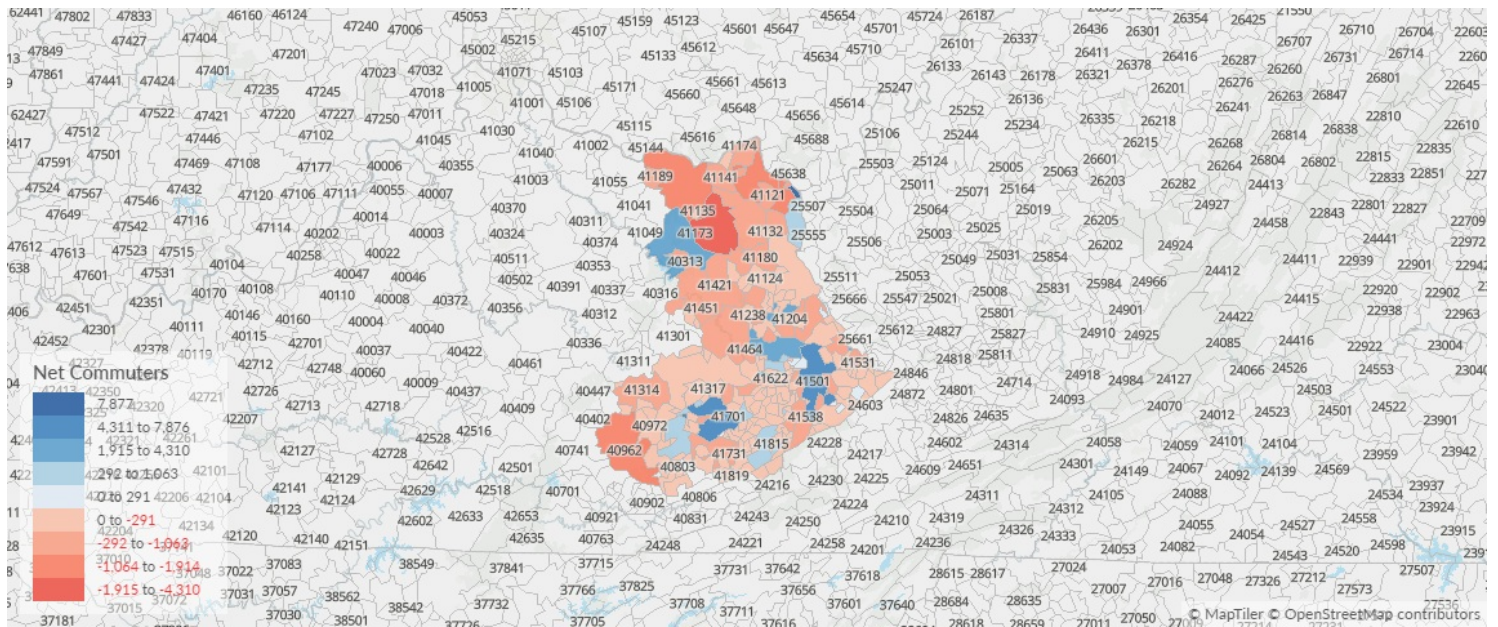
5.73/1,000

Property Crime

Your area has 5.73 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. 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

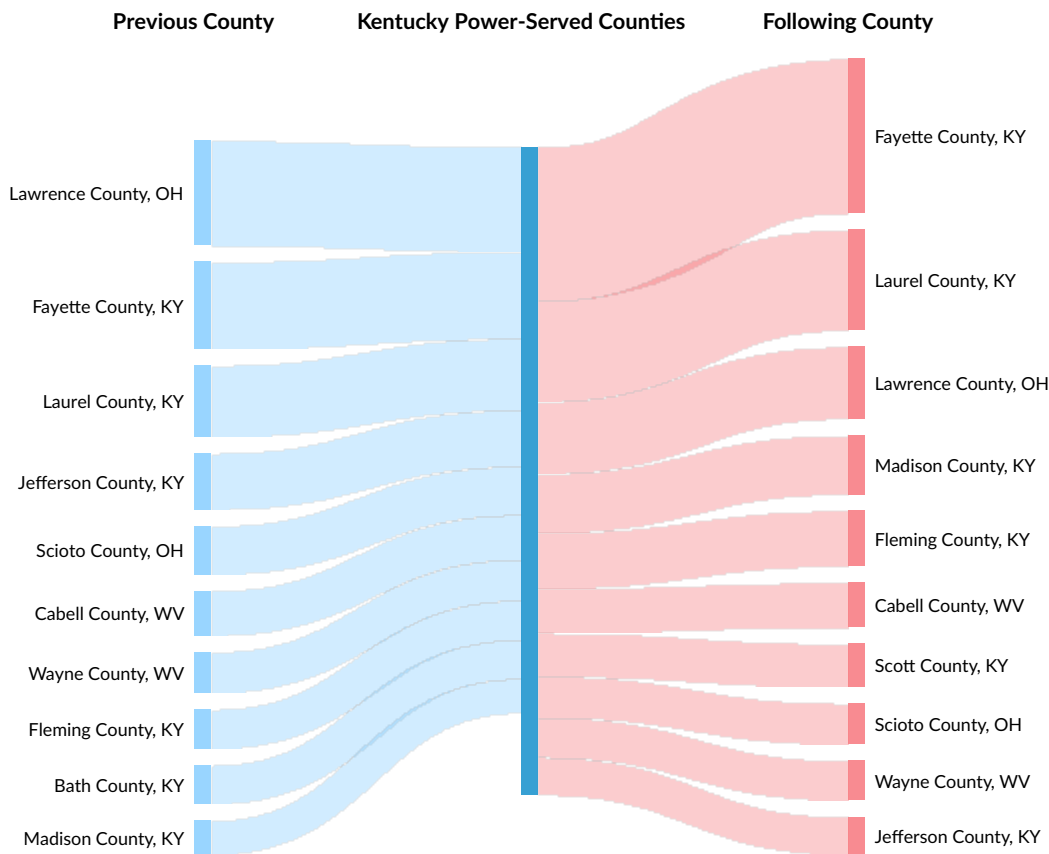
ZIP	Name	2023 Employment
41101	Ashland, KY (in Boyd co...	15,555
41501	Pikeville, KY (in Pike cou...	13,580
40351	Morehead, KY (in Rowa...	12,617
41701	Hazard, KY (in Perry cou...	10,264
41102	Ashland, KY (in Boyd co...	6,828

ZIP	Name	2023 Workers
40351	Morehead, KY (in Rowa...	10,200
41501	Pikeville, KY (in Pike cou...	8,829
41102	Ashland, KY (in Boyd co...	8,147
41101	Ashland, KY (in Boyd co...	7,678
40962	Manchester, KY (in Clay...	6,173

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 2021, **388** people have migrated from Lawrence County, OH to Kentucky Power-Served Counties. In the same year, **571** people left Kentucky Power-Served Counties migrating to Fayette County, KY. The total Net Migration for Kentucky Power-Served Counties in 2021 was **-238**.



Top Previous Counties	Migrations
Lawrence County, OH	388
Fayette County, KY	322
Laurel County, KY	264
Jefferson County, KY	208
Scioto County, OH	179

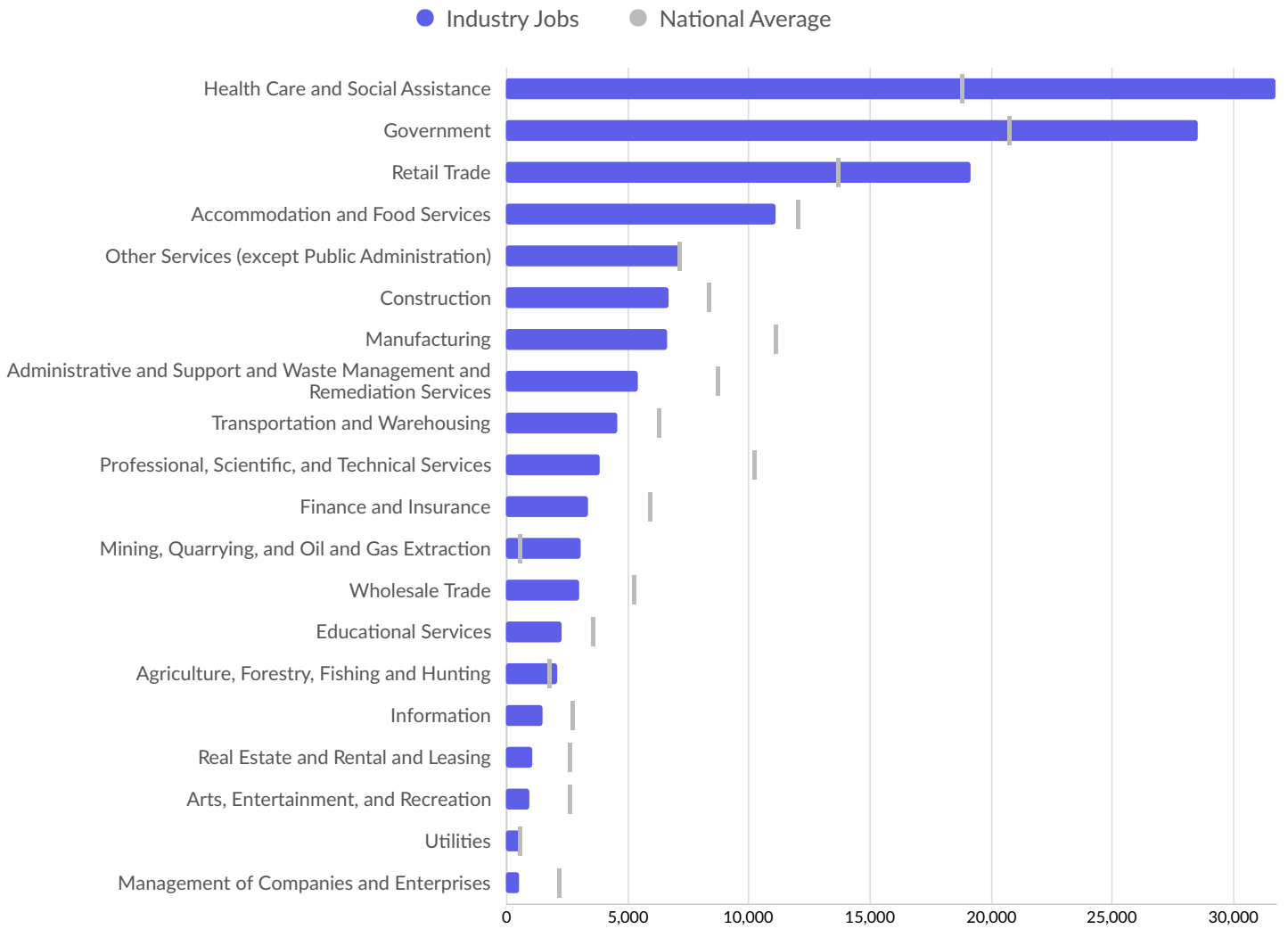
Top Previous Counties	Migrations
Cabell County, WV	165
Wayne County, WV	151
Fleming County, KY	146
Bath County, KY	143
Madison County, KY	126
Mingo County, WV	125
Montgomery County, KY	123
Mason County, KY	106
Scott County, KY	100
Hardin County, KY	92
Top Following Counties	Migrations
Fayette County, KY	571
Laurel County, KY	372
Lawrence County, OH	266
Madison County, KY	218
Fleming County, KY	205
Cabell County, WV	165
Scott County, KY	160
Scioto County, OH	151
Wayne County, WV	147
Jefferson County, KY	140
Warren County, KY	134
Marion County, IN	128
Bath County, KY	126
Montgomery County, TN	117

Top Following Counties**Migrations**

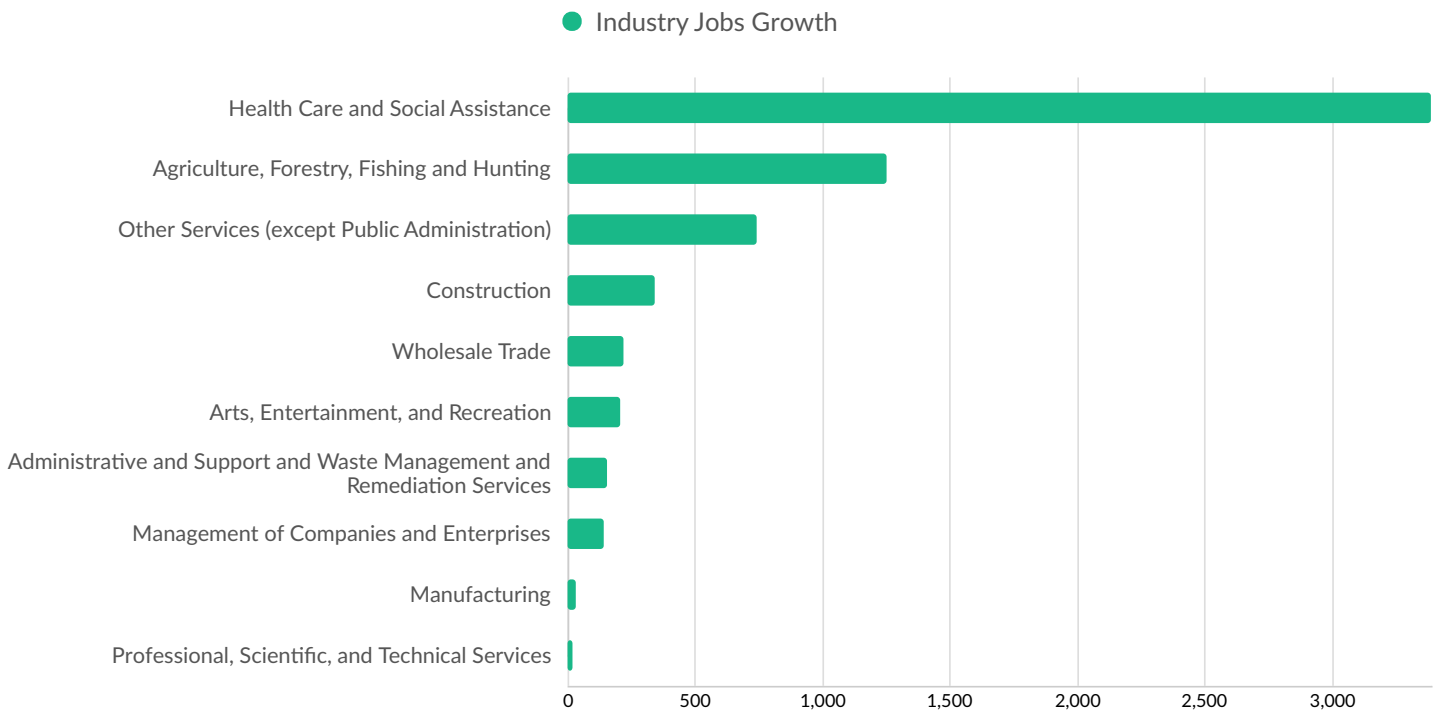
Mingo County, WV116

Industry Characteristics

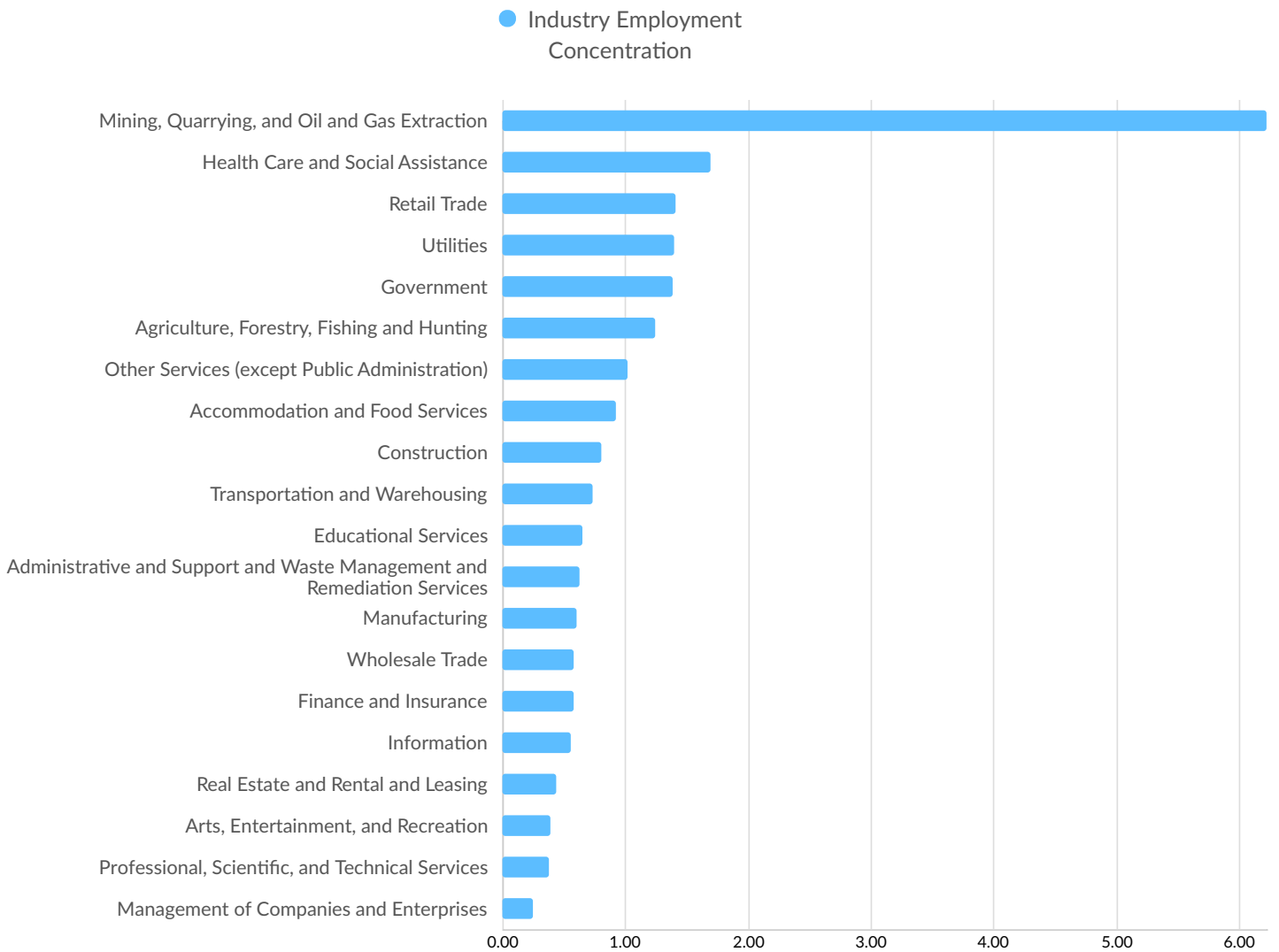
Largest Industries



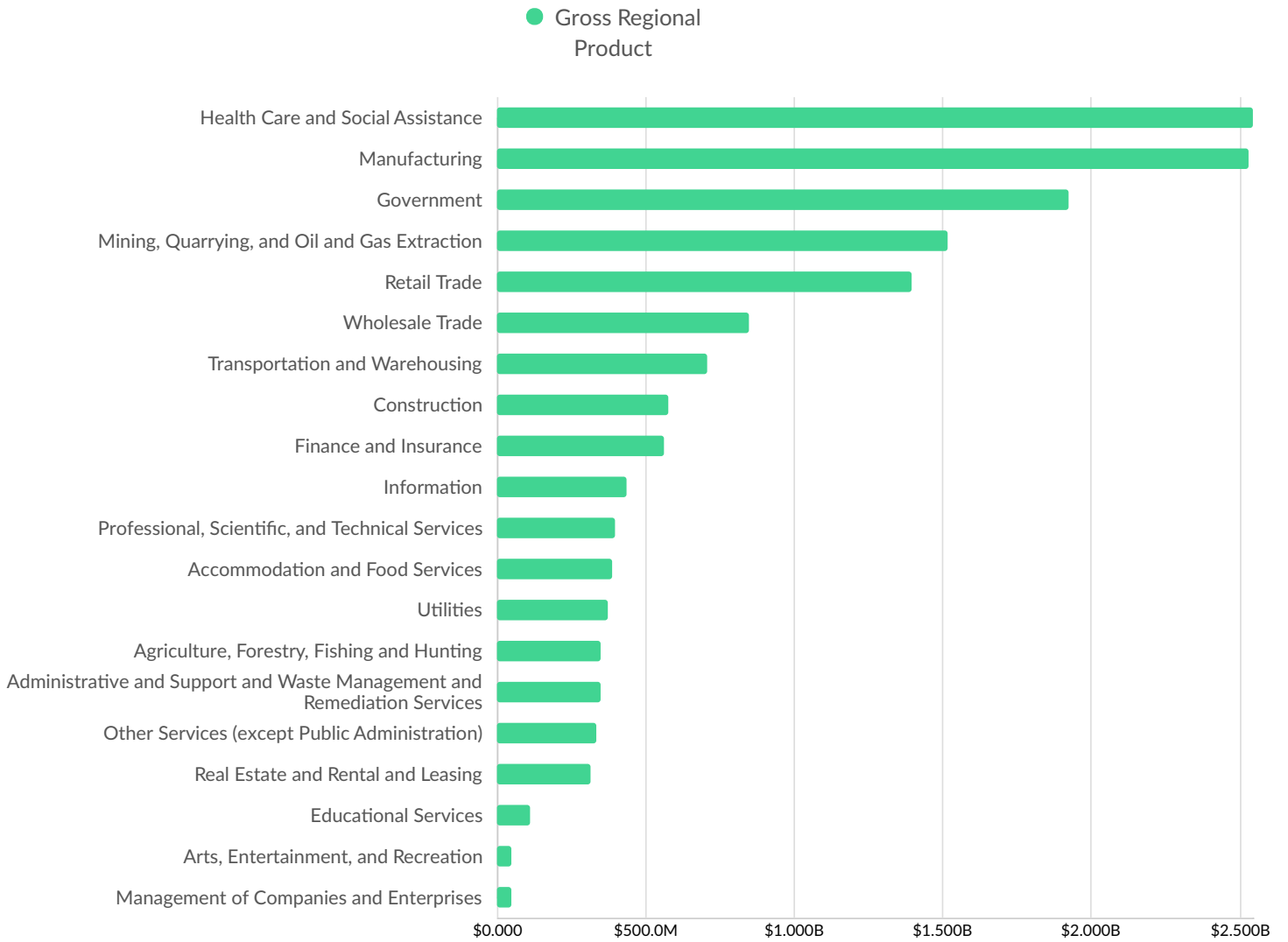
Top Growing Industries



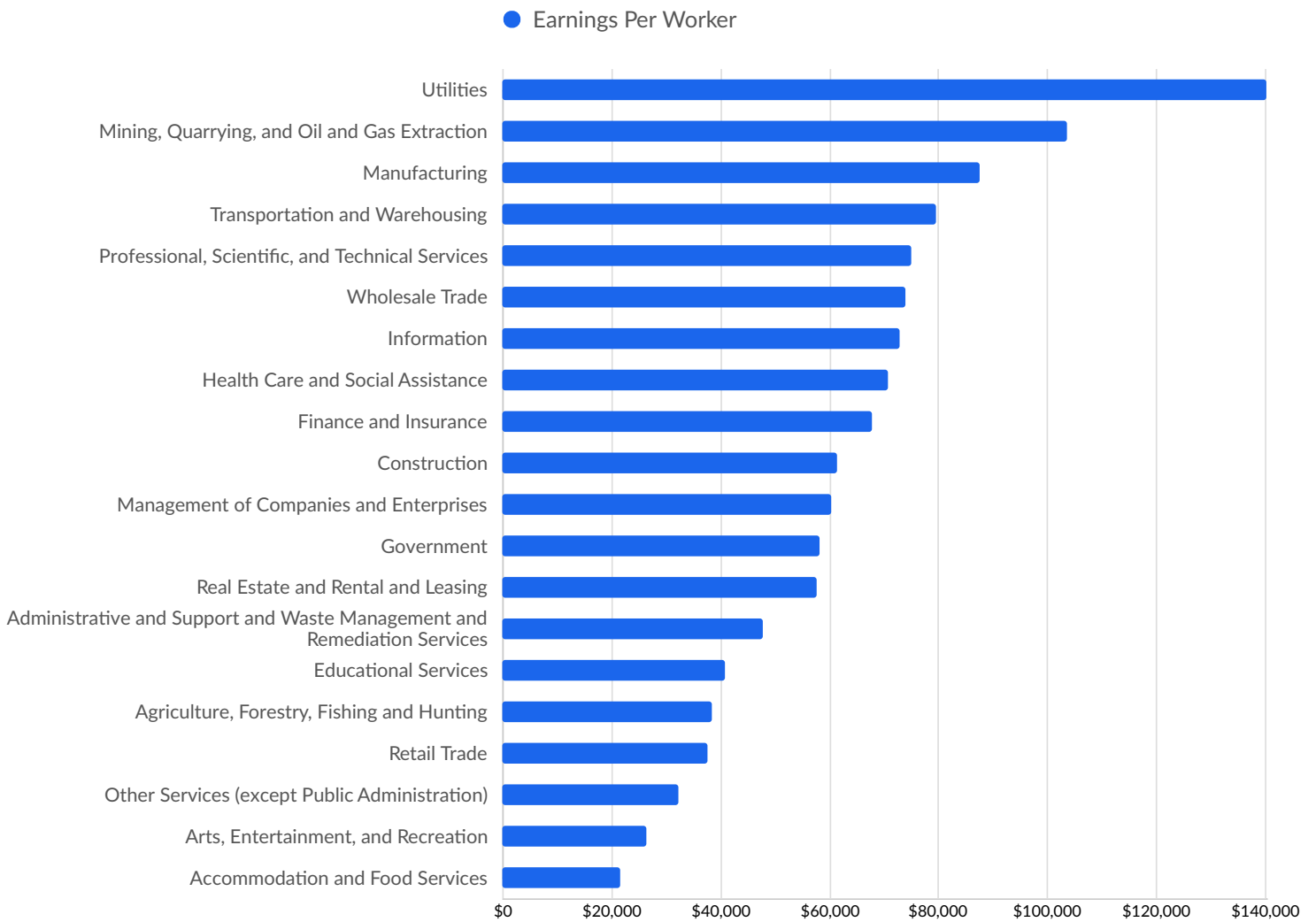
Top Industry Employment Concentration



Top Industry GRP























Top Industry Earnings



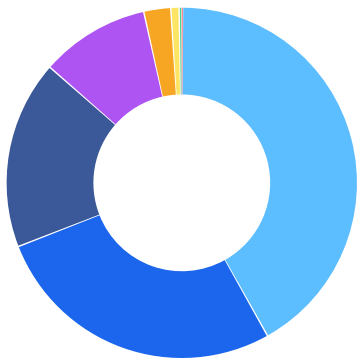
Business Characteristics

18,204 Companies Employ Your Workers

Online profiles for your workers mention 18,204 companies as employers, with the top 10 appearing below. In the last 12 months, 1,269 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Morehead State University	964 	Appalachian Regional Healthcare	827 
Pikeville Medical Center	722 	King's Daughters Medical Center	557 
King's Daughters Medical Center	663 	Foundever	410 
Appalachian Regional Healthcare	482 	Dollar General	365 
Marathon Petroleum	473 	Walmart	308 
Walmart	467 	K-Va-T Food Stores	250 
Commonwealth of Kentucky	366 	Pikeville Medical Center	192 
St Claire Healthcare	337 	AdventHealth	166 
McDonald's	303 	St Claire Healthcare	164 
University Of Pikeville	282 	Walgreens Boots Alliance	148 

Business Size

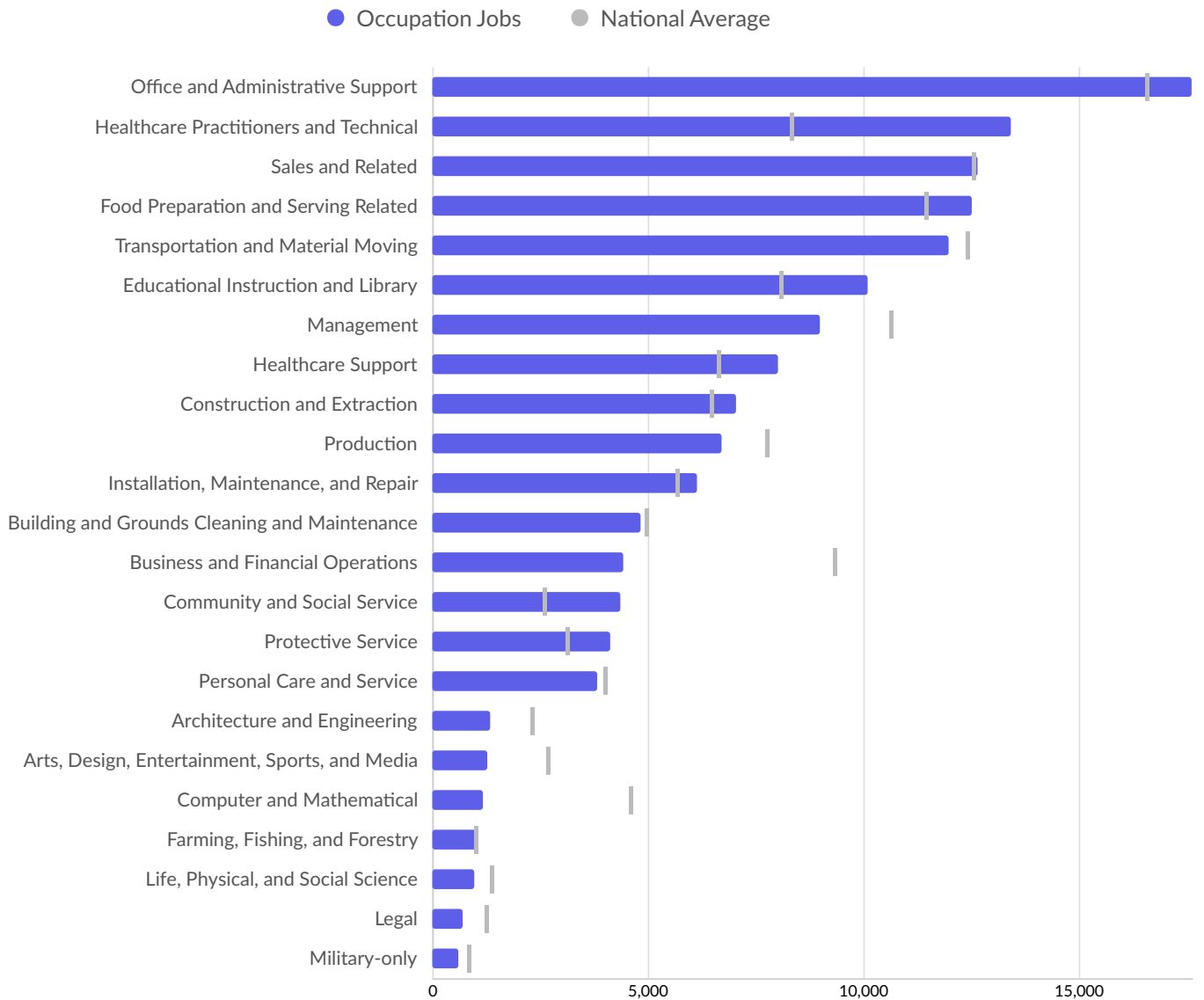


	Percentage	Business Count
● 1 to 4 employees	41.8%	7,053
● 5 to 9 employees	27.2%	4,593
● 10 to 19 employees	17.4%	2,930
● 20 to 49 employees	10.1%	1,698
● 50 to 99 employees	2.5%	419
● 100 to 249 employees	0.8%	128
● 250 to 499 employees	0.3%	43
● 500+ employees	0.1%	10

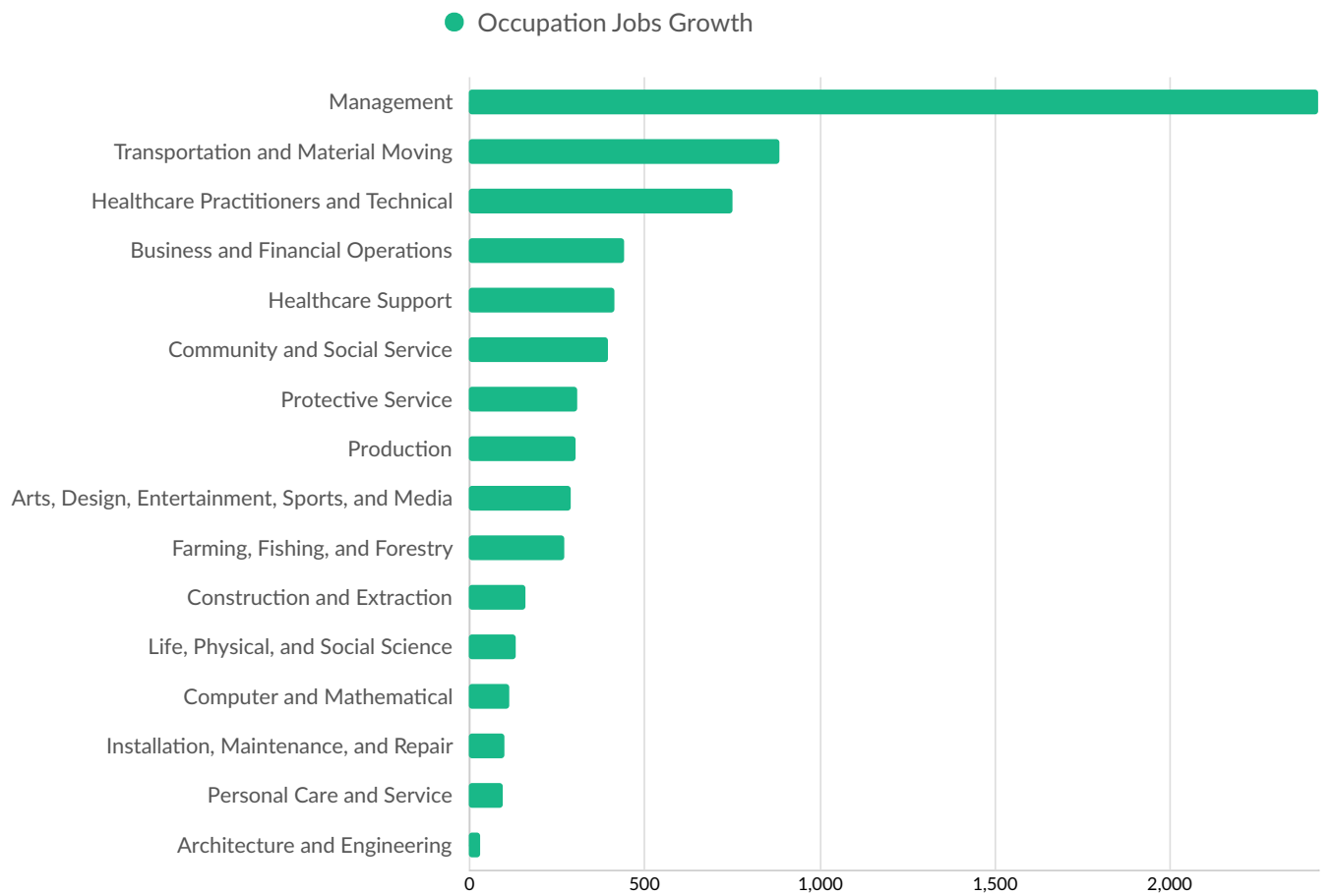
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

Largest Occupations

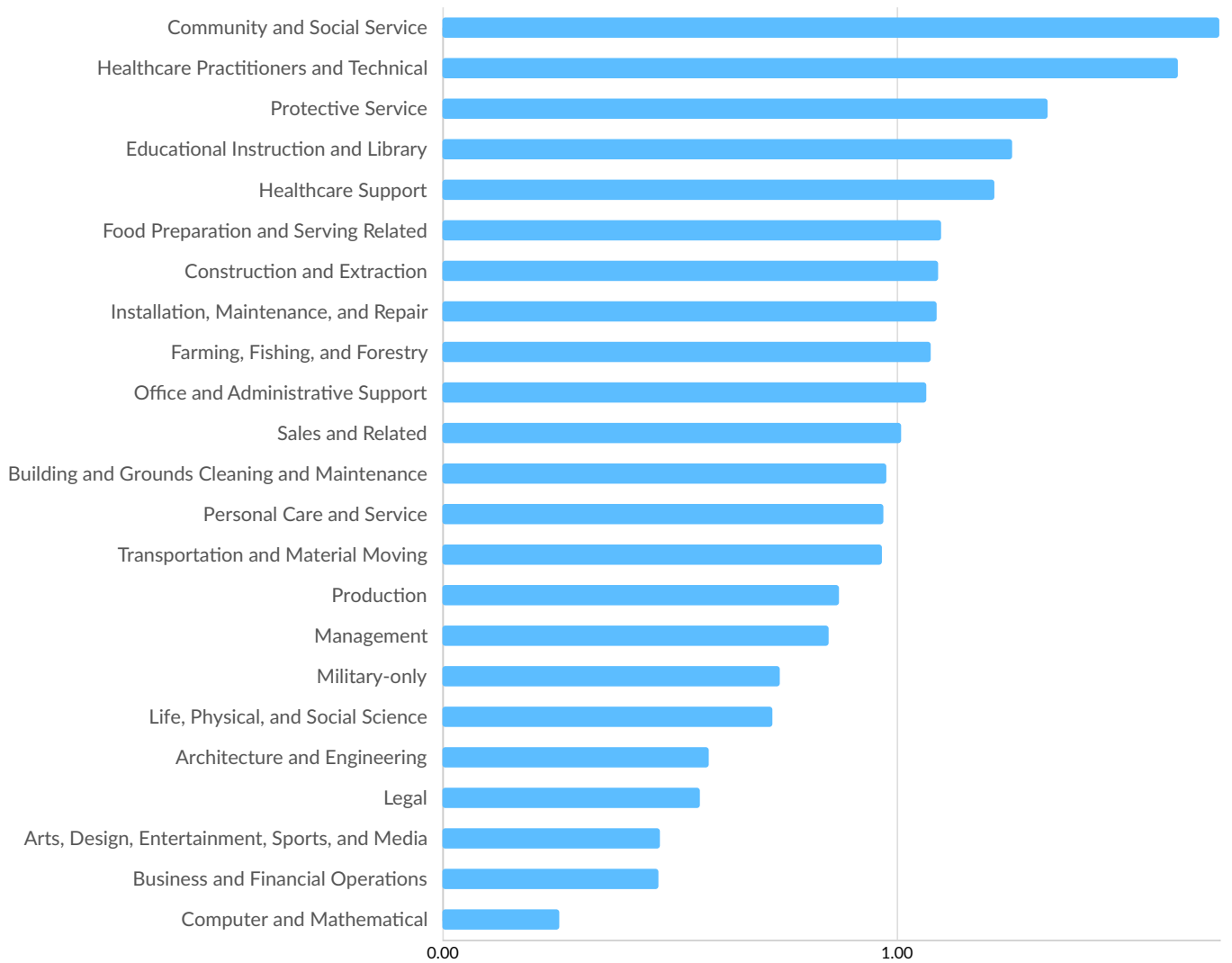


Top Growing Occupations

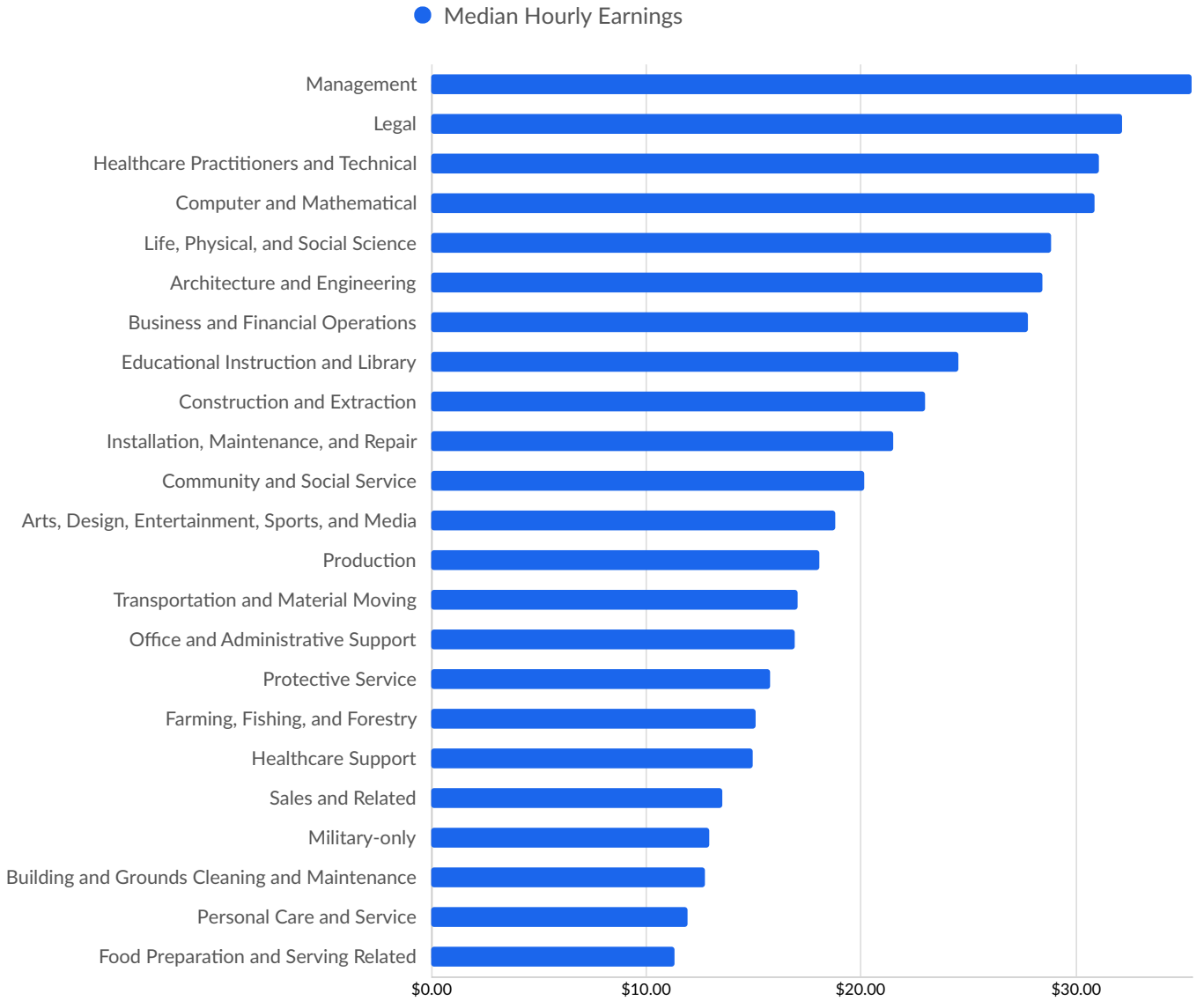


Top Occupation Employment Concentration

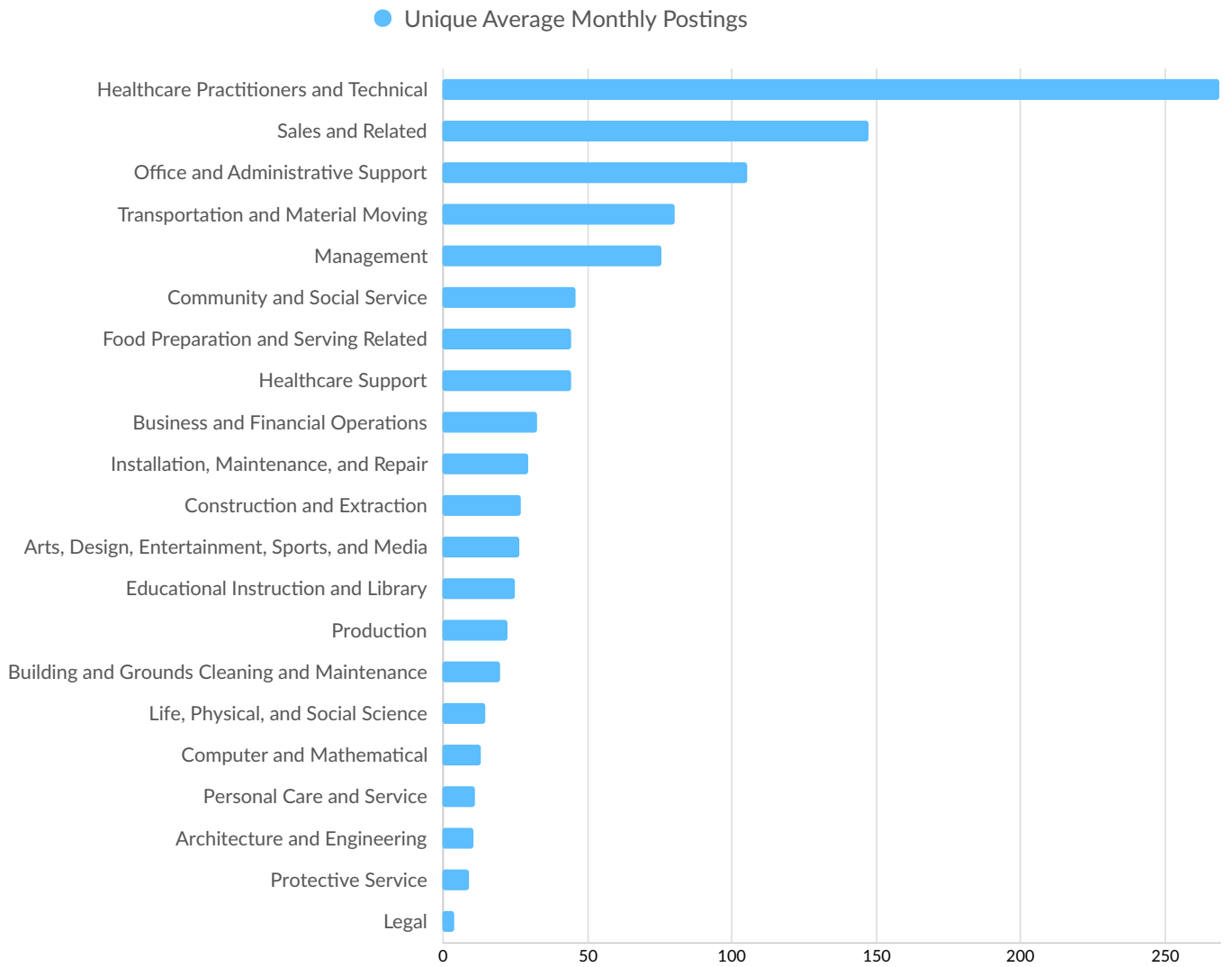
● Occupation Employment Concentration



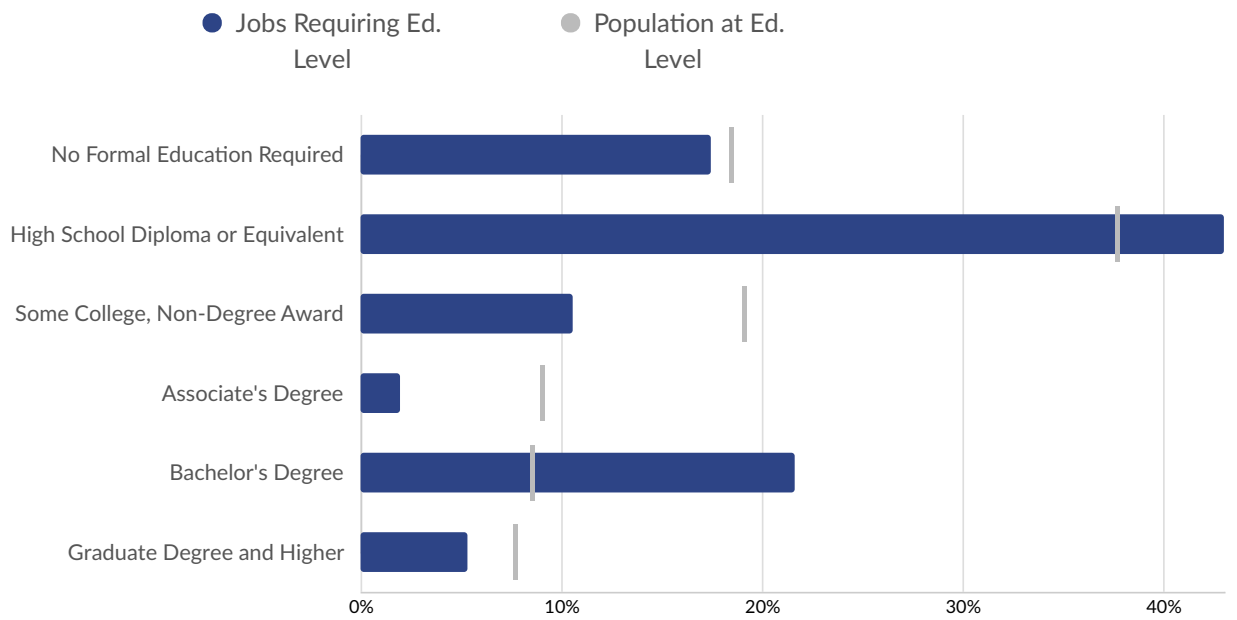
Top Occupation Earnings



Top Posted Occupations

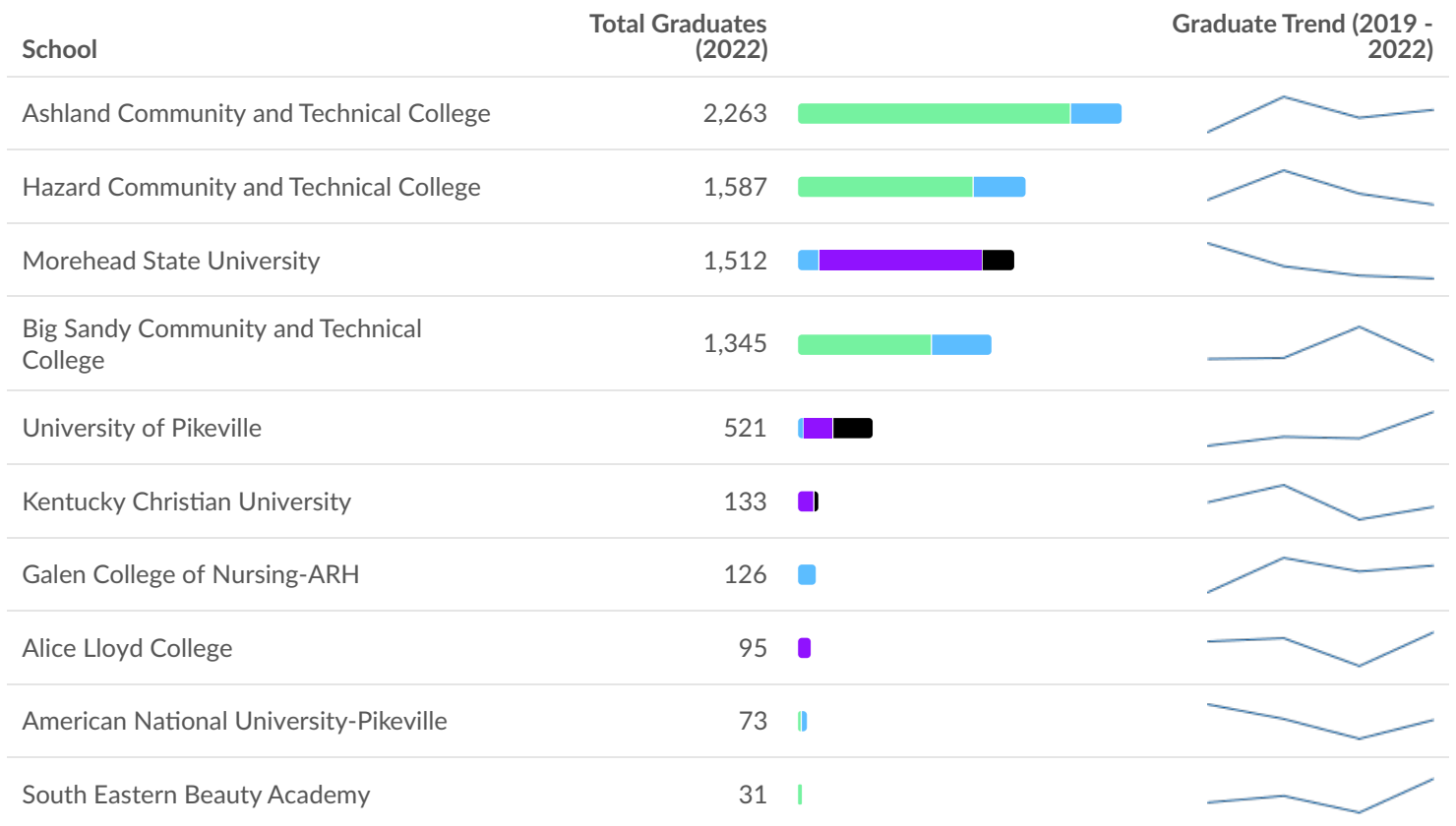


Underemployment

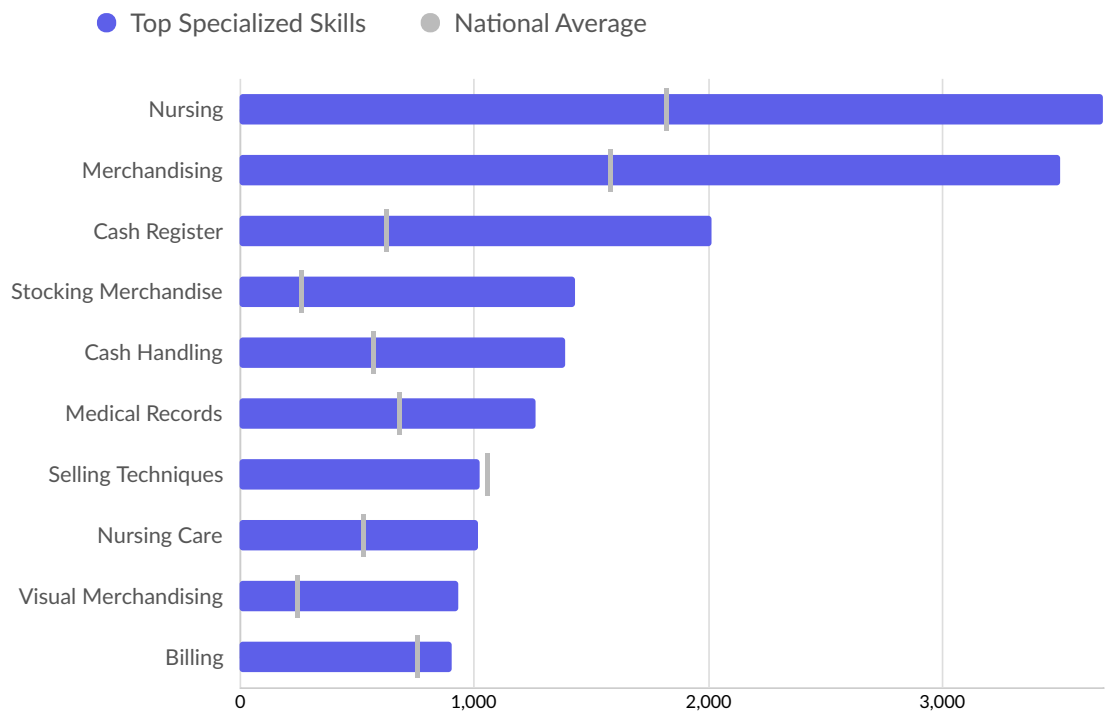


Educational Pipeline

In 2022, there were 7,753 graduates in Kentucky Power-Served Counties. This pipeline has grown by 4% over the last 4 years. The highest share of these graduates come from "Liberal Arts and Sciences/Liberal Studies" (Associate's), "Licensed Practical/Vocational Nurse Training" (Certificate), and "Electrician" (Certificate).



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