



# Appalachian Power Company-Served Virginia Counties



BOUNDLESS ENERGY™

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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	<i>See Appendix A for all 34 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

**1,347,040**

**Population (2019)**

Population **decreased by 910** over the last 5 years but is projected to **grow by 4,294** over the next 5 years.

**598,072**

**Total Regional Employment**

Jobs **grew by 18,118** over the last 5 years and are projected to **grow by 28,147** over the next 5 years.

**\$50.7K**

**Avg. Earnings Per Job (2019)**

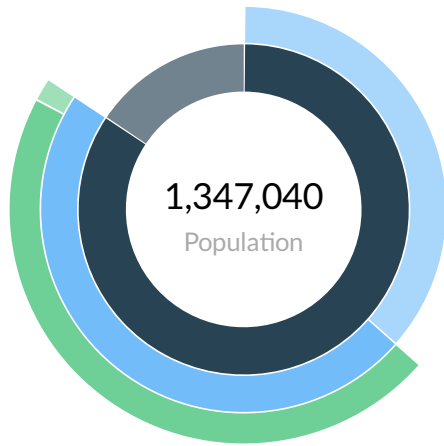
Regional average earnings per job are **\$16.7K below** the national average earnings of \$67.3K per job.

## Takeaways

- As of 2019 the region's population **declined by 0.1%** since 2014, falling by 910. Population is expected to **increase by 0.3%** between 2019 and 2024, adding 4,294.
- From 2014 to 2019, jobs **increased by 3.1%** in Appalachian Power Company-Served Virginia Counties from 579,953 to **598,072**. This change **fell short of the national growth rate of 6.9% by 3.8%**. As the number of jobs increased, the **labor force participation rate increased from 56.6% to 56.8% between 2014 and 2019**.
- Concerning educational attainment, **14.7% of the selected regions' residents possess a Bachelor's Degree** (4.1% below the national average), and **8.5% hold an Associate's Degree** (0.4% above the national average).
- The top three industries in 2019 are Restaurants and Other Eating Places, Education and Hospitals (Local Government), and Education and Hospitals (State Government).

	Population (2019)	Labor Force (2019)	Jobs (2019)	Cost of Living	GRP	Imports	Exports
Region	1,347,040	644,493	598,072	97.1	\$54.27B	\$67.04B	\$67.09B
State	8,576,326	4,480,890	4,421,428	101.3	\$519.76B	\$538.38B	\$706.37B

## 2019 Labor Force Breakdown



	Population
● Total Working Age Population	1,135,457
● Not in Labor Force (15+)	490,964
● Labor Force	644,493
● Employed	622,746
● Unemployed	21,747
● Under 15	211,583

## Educational Attainment

Concerning educational attainment, **14.7% of the selected regions' residents possess a Bachelor's Degree** (4.1% below the national average), and **8.5% hold an Associate's Degree** (0.4% above the national average).

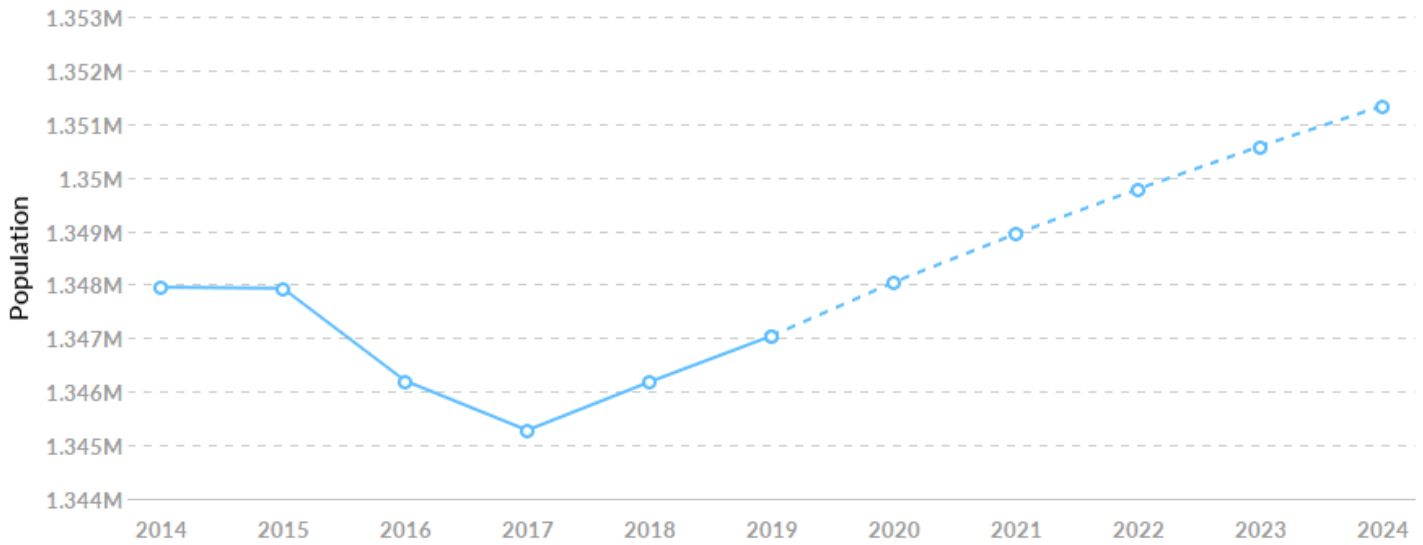


	% of Population	Population
● Less Than 9th Grade	7.3%	68,941
● 9th Grade to 12th Grade	8.3%	78,476
● High School Diploma	31.0%	293,521
● Some College	20.1%	189,984
● Associate's Degree	8.5%	80,602
● Bachelor's Degree	14.7%	139,059
● Graduate Degree and Higher	10.0%	94,796

# Historic & Projected Trends

## Population Trends

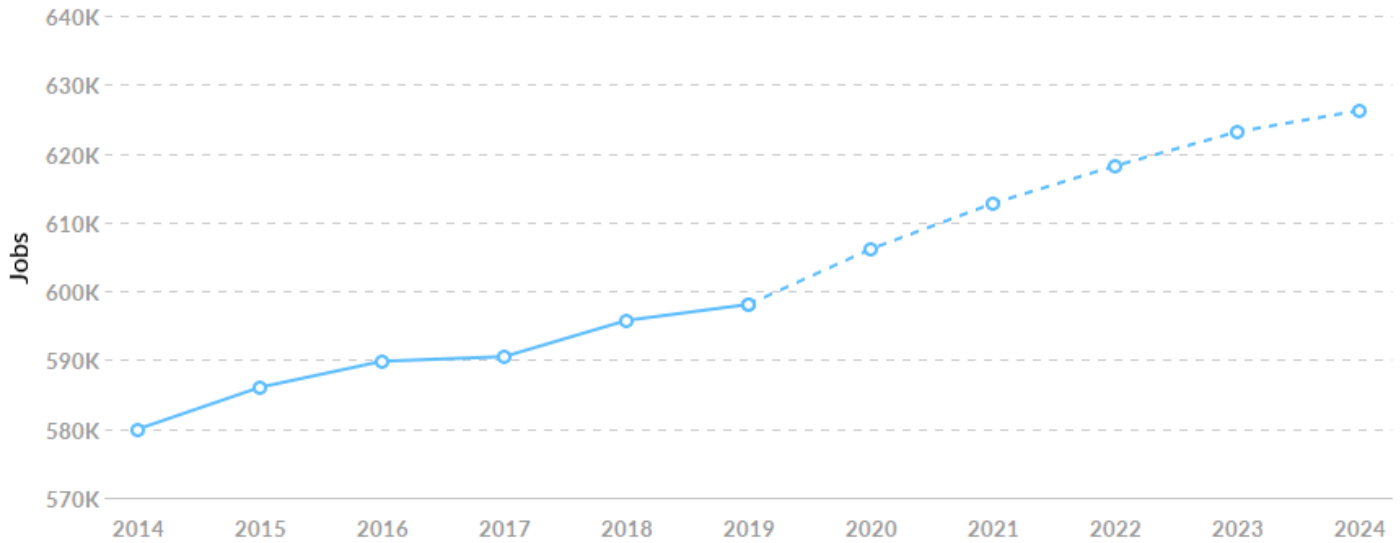
As of 2019 the region's population **declined by 0.1%** since 2014, falling by 910. Population is expected to **increase by 0.3%** between 2019 and 2024, adding 4,294.



Timeframe	Population
2014	1,347,949
2015	1,347,929
2016	1,346,203
2017	1,345,279
2018	1,346,179
2019	1,347,040
2020	1,348,042
2021	1,348,946
2022	1,349,783
2023	1,350,581
2024	1,351,334

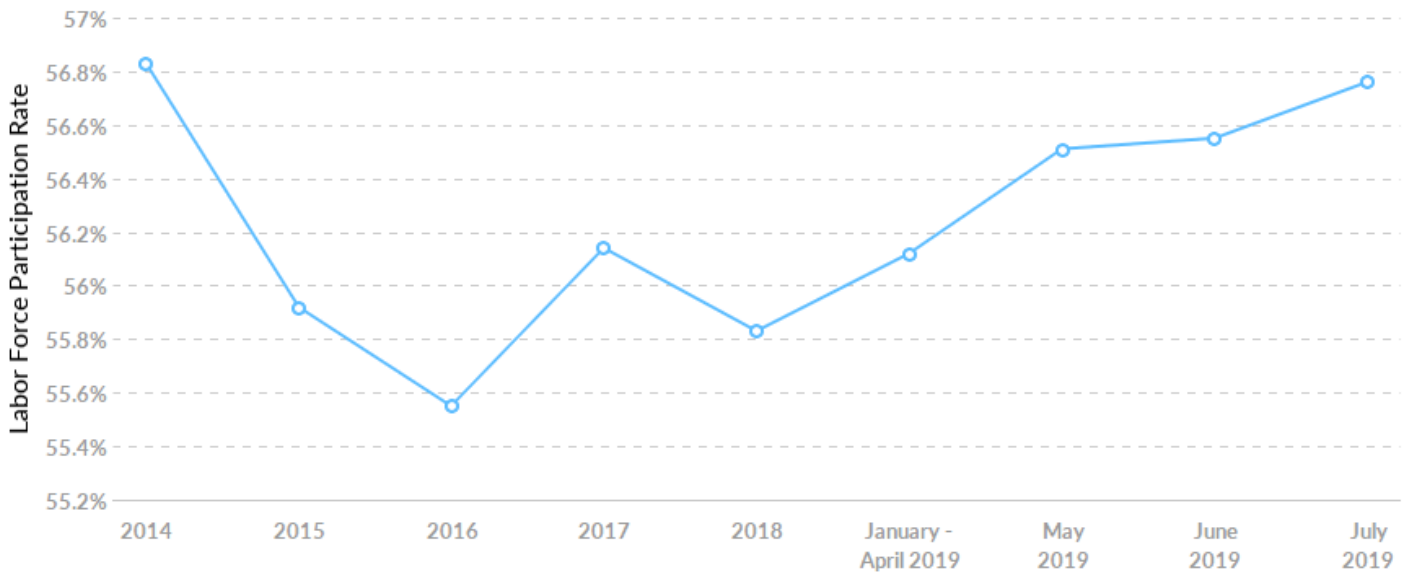
## Job Trends

From 2014 to 2019, jobs increased by 3.1% in Appalachian Power Company-Served Virginia Counties from 579,953 to 598,072. This change fell short of the national growth rate of 6.9% by 3.8%.



Timeframe	Jobs
2014	579,953
2015	586,034
2016	589,813
2017	590,489
2018	595,738
2019	598,072
2020	606,109
2021	612,737
2022	618,185
2023	623,135
2024	626,219

## Labor Force Participation Rate Trends

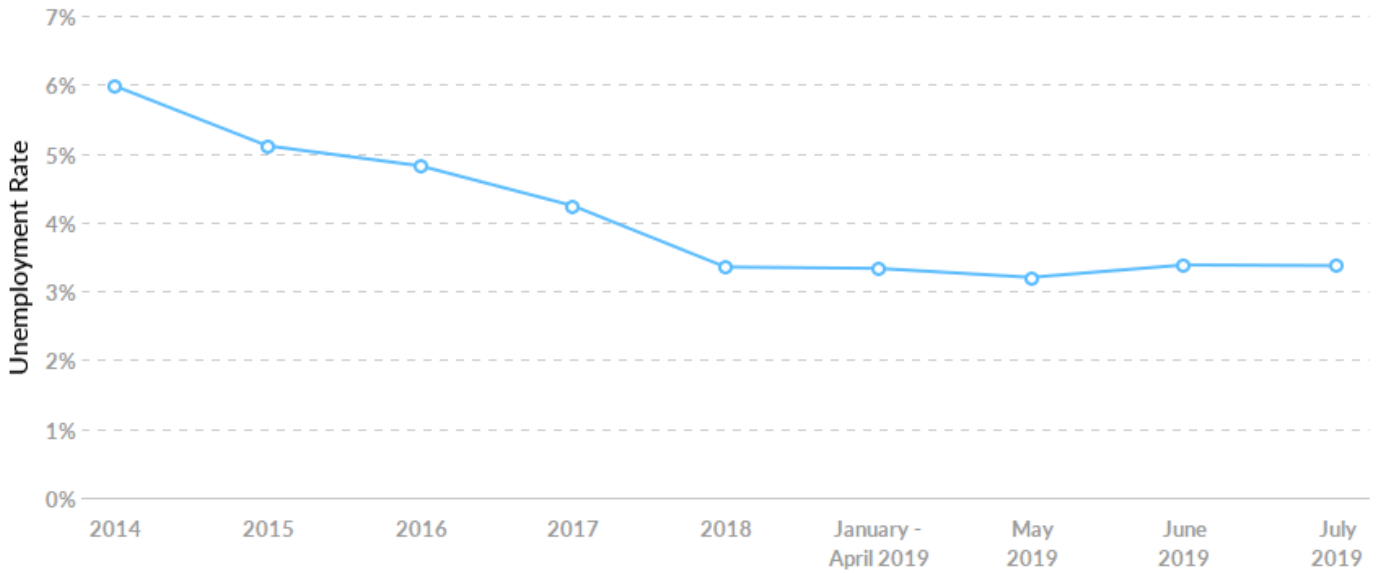


Timeframe	Labor Force Participation Rate
2014	56.83%
2015	55.92%
2016	55.55%
2017	56.14%
2018	55.83%
January - April 2019	56.12%
May 2019	56.51%
June 2019	56.55%
July 2019	56.76%



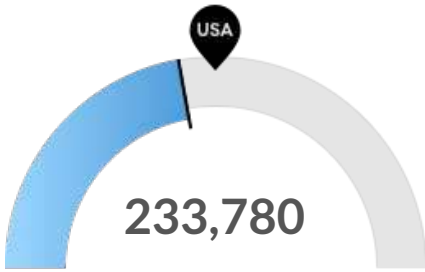
## Unemployment Rate Trends

Your areas had a July 2019 unemployment rate of 3.37%, decreasing from 5.98% 5 years before.



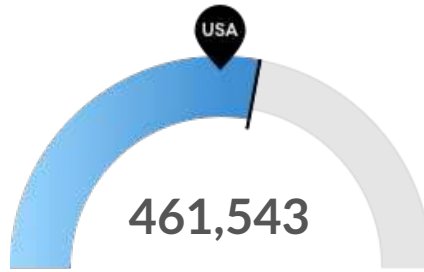
Timeframe	Unemployment Rate
2014	5.98%
2015	5.11%
2016	4.82%
2017	4.24%
2018	3.35%
January - April 2019	3.33%
May 2019	3.20%
June 2019	3.38%
July 2019	3.37%

## Population Characteristics



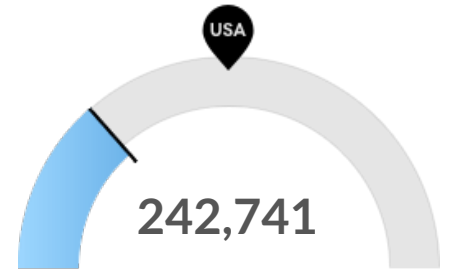
**Millennials**

Your area has 233,780 millennials (ages 25-39). The national average for an area this size is 276,757.



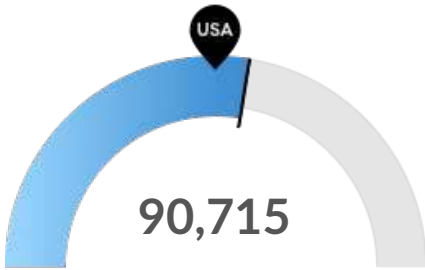
**Retiring Soon**

Retirement risk is high in your area. The national average for an area this size is 389,673 people 55 or older, while there are 461,543 here.



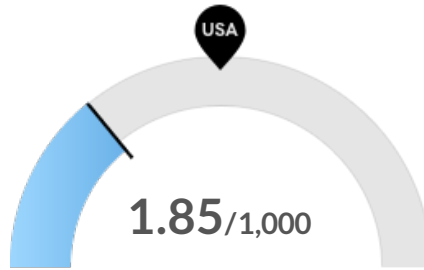
**Racial Diversity**

Racial diversity is low in your area. The national average for an area this size is 533,345 racially diverse people, while there are 242,741 here.



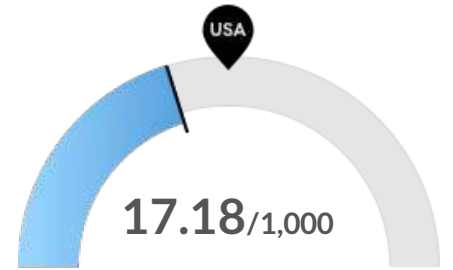
**Veterans**

Your area has 90,715 veterans. The national average for an area this size is 78,360.



**Violent Crime**

Your area has 1.85 violent crimes per 1,000 people. The national rate is 3.87 per 1,000 people.

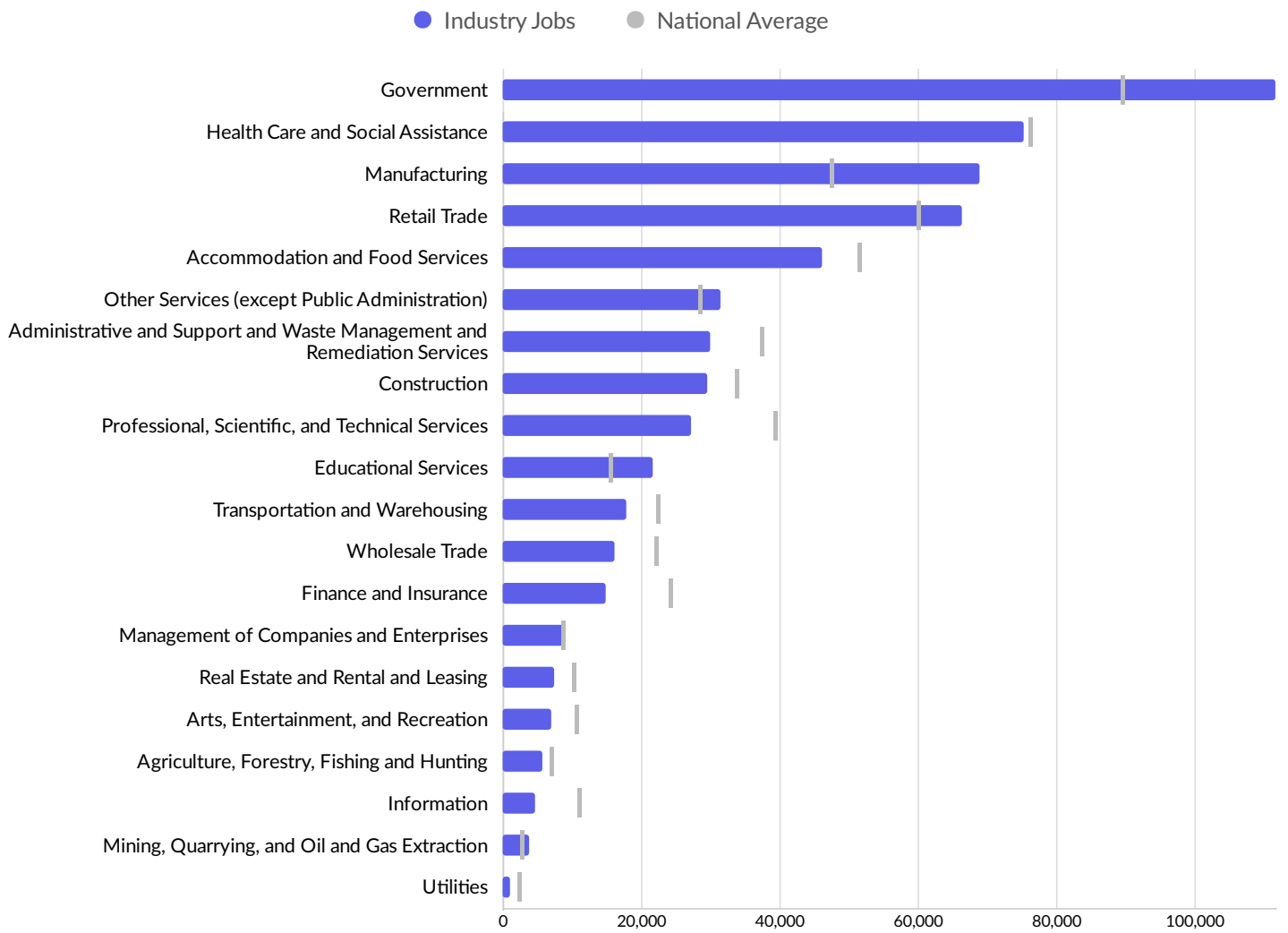


**Property Crime**

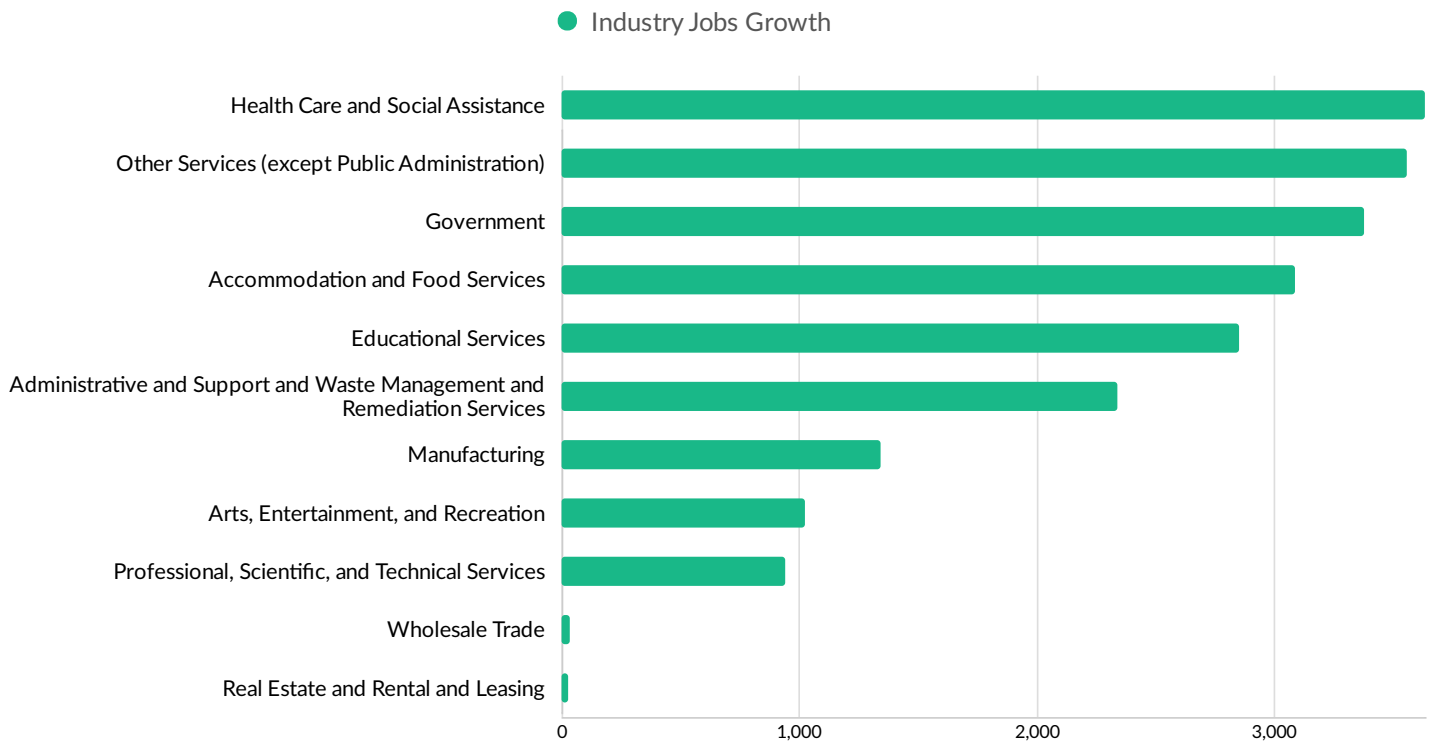
Your area has 17.18 property crimes per 1,000 people. The national rate is 22.98 per 1,000 people.

# Industry Characteristics

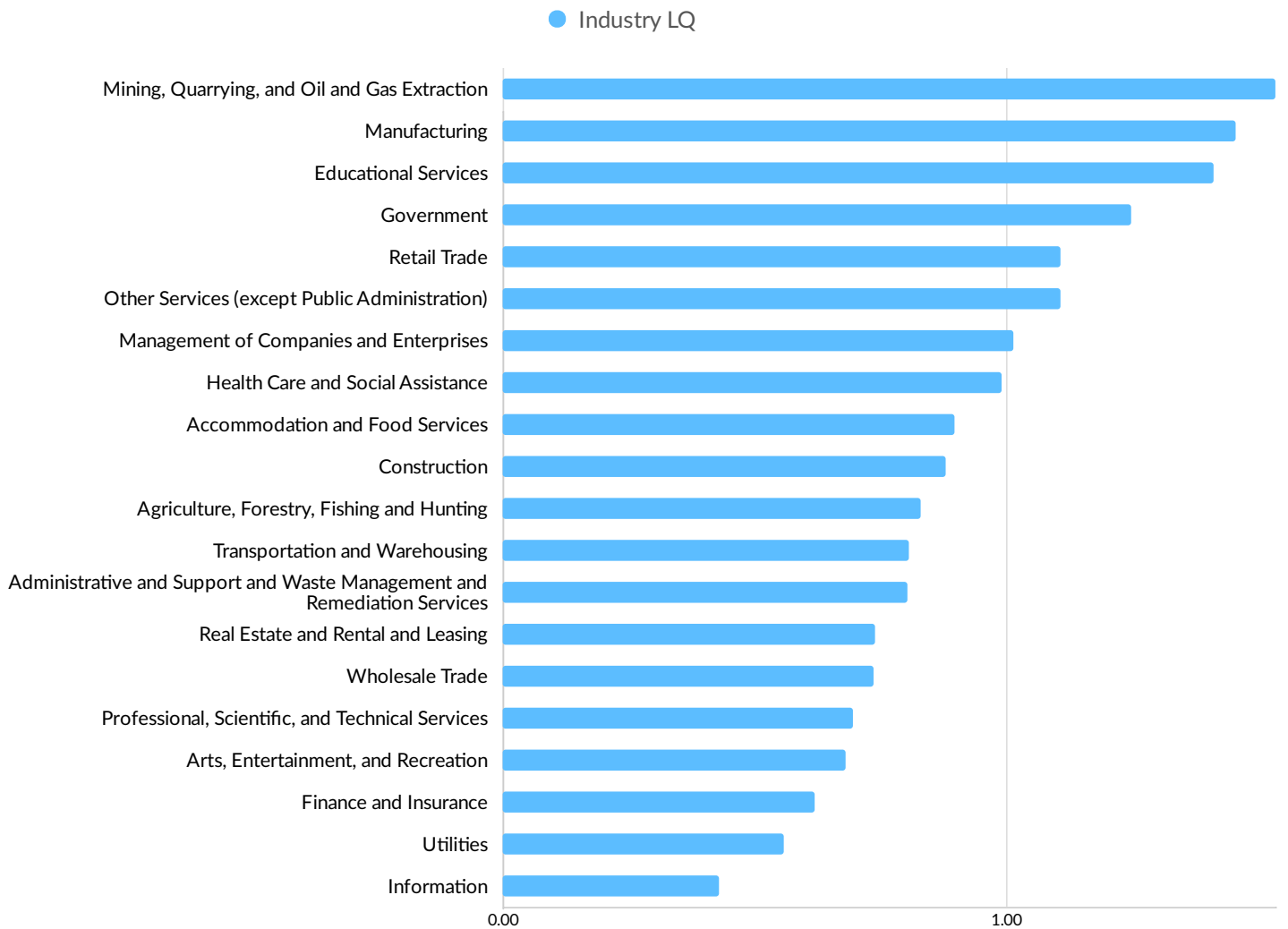
## Largest Industries



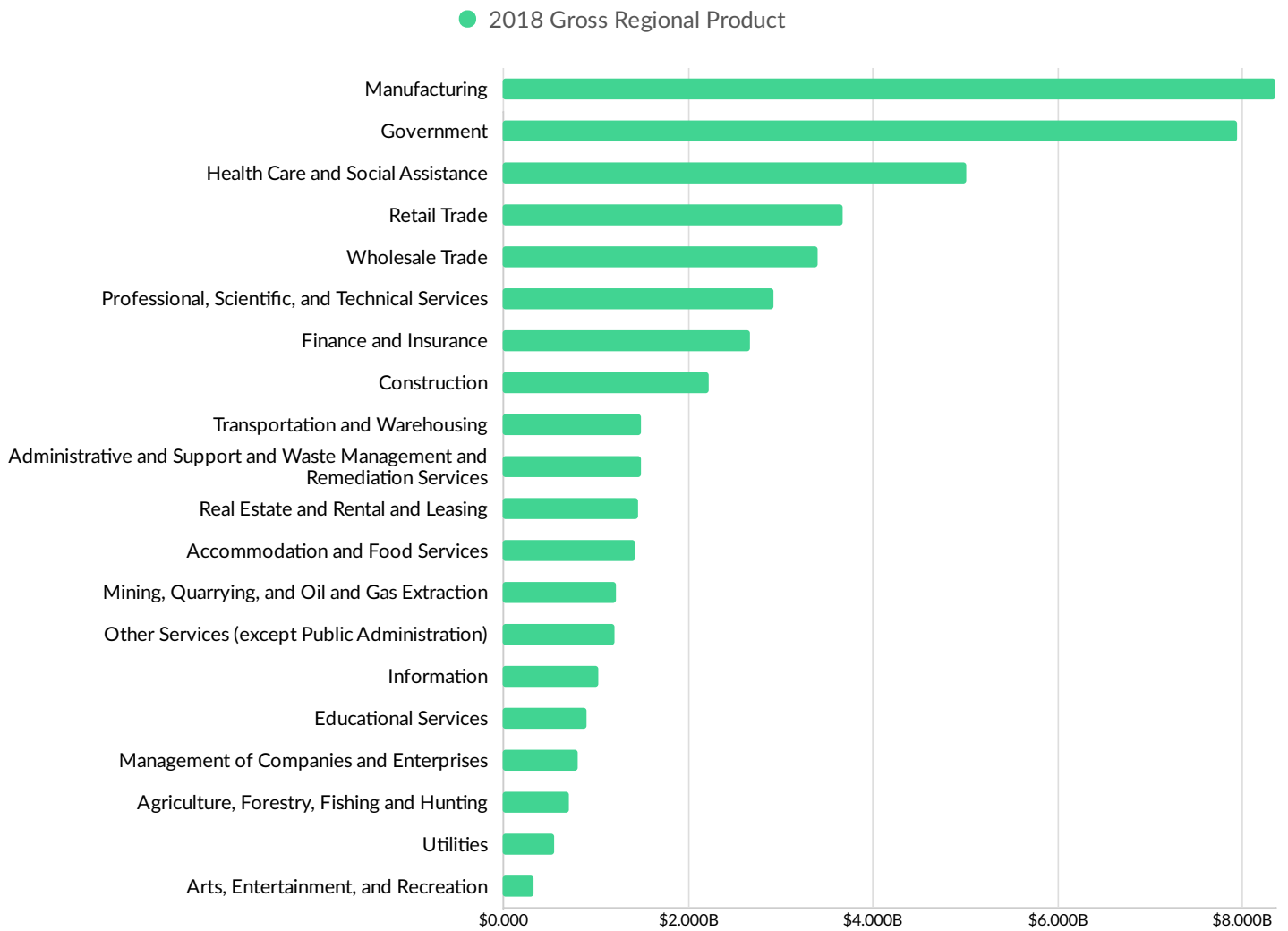
## Top Growing Industries



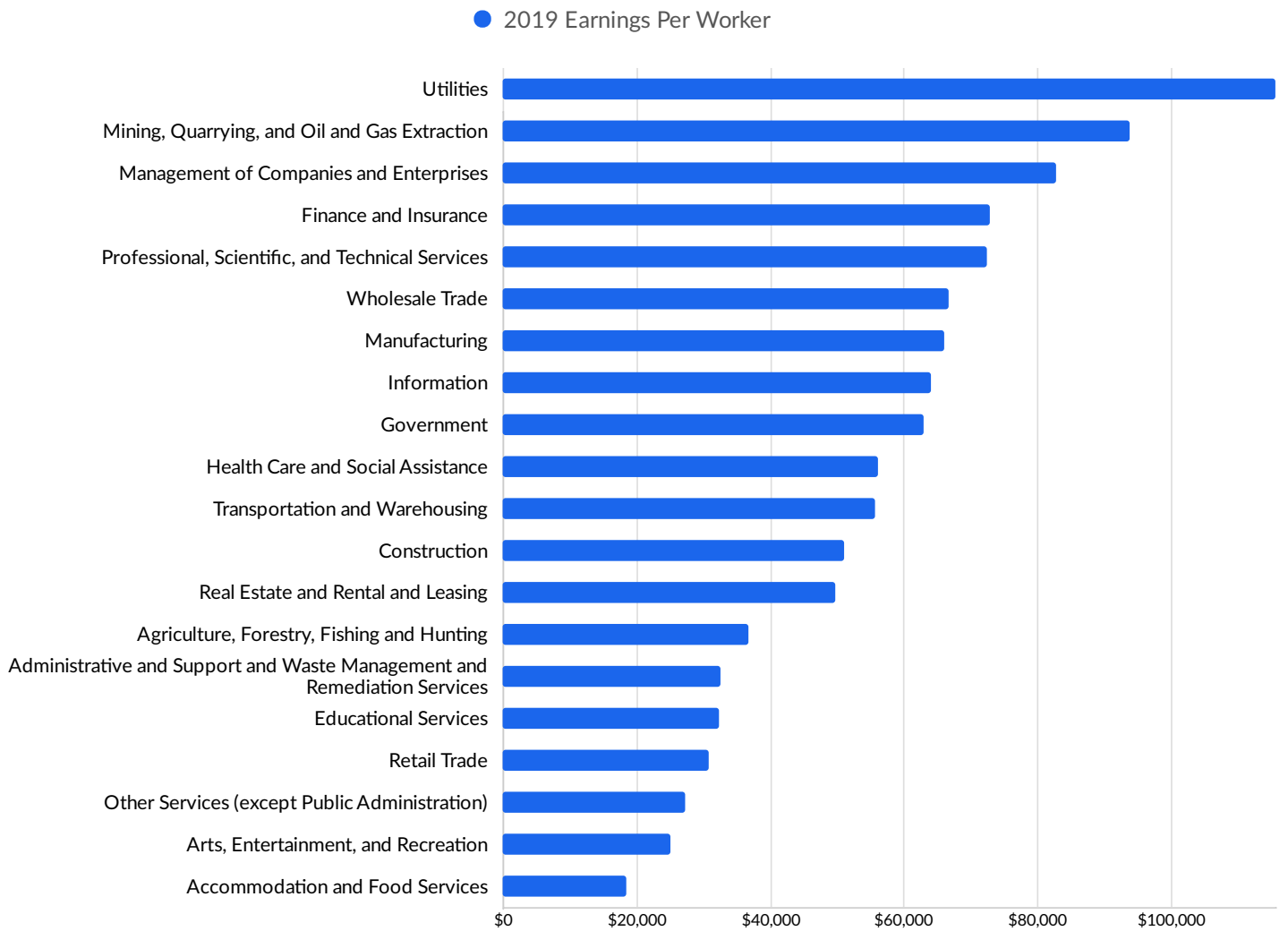
## Top Industry LQ



## Top Industry GRP



## Top Industry Earnings




Industry	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2019 Earnings Per Worker	2018 GRP
Government	108,421	111,802	3,381	+3%	1.25	\$63,091	\$7.94B
Health Care and Social Assistance	71,691	75,328	3,637	+5%	0.99	\$56,248	\$5.01B
Manufacturing	67,694	69,040	1,346	+2%	1.46	\$66,041	\$8.36B
Retail Trade	66,681	66,515	-166	0%	1.11	\$30,801	\$3.67B
Accommodation and Food Services	43,180	46,268	3,088	+7%	0.90	\$18,600	\$1.44B
Other Services (except Public Administration)	27,925	31,483	3,558	+13%	1.11	\$27,327	\$1.20B
Administrative and Support and Waste Management and Remediation Services	27,677	30,019	2,342	+8%	0.81	\$32,696	\$1.49B
Construction	30,165	29,642	-523	-2%	0.88	\$51,206	\$2.23B
Professional, Scientific, and Technical Services	26,378	27,320	942	+4%	0.70	\$72,517	\$2.93B
Educational Services	18,930	21,782	2,852	+15%	1.41	\$32,432	\$915.49M
Transportation and Warehousing	18,179	17,836	-343	-2%	0.81	\$55,741	\$1.51B
Wholesale Trade	16,135	16,171	36	+0%	0.74	\$66,832	\$3.41B
Finance and Insurance	15,700	14,917	-783	-5%	0.62	\$73,039	\$2.68B
Management of Companies and Enterprises	9,961	8,753	-1,208	-12%	1.02	\$82,889	\$804.59M
Real Estate and Rental and Leasing	7,455	7,485	30	+0%	0.74	\$49,895	\$1.47B
Arts, Entertainment, and Recreation	6,062	7,089	1,027	+17%	0.68	\$25,010	\$336.15M
Agriculture, Forestry, Fishing and Hunting	5,993	5,743	-250	-4%	0.83	\$36,716	\$717.04M
Information	5,248	4,695	-553	-11%	0.43	\$64,174	\$1.03B
Mining, Quarrying, and Oil and Gas Extraction	5,195	3,885	-1,310	-25%	1.54	\$93,837	\$1.23B
Utilities	1,279	1,141	-138	-11%	0.56	\$115,676	\$550.58M



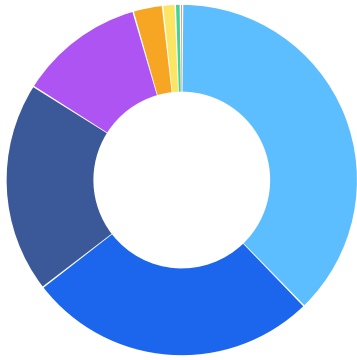
## Business Characteristics

### 72,369 Companies Employ Your Workers

Online profiles for your workers mention 72,369 companies as employers, with the top 10 appearing below. In the last 12 months, 13,203 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Virginia Polytechnic Institute & ...	6,565 	Anthem, Inc.	10,723 
Carilion Clinic	3,847 	CRST International, Inc.	8,401 
University of Virginia	3,297 	Carilion Clinic	5,121 
Liberty University	3,057 	HealthCare Employment Netwo...	4,638 
Wells Fargo & Company	1,707 	C.R. England, Inc.	4,042 
Wal-Mart Stores, Inc.	1,612 	Virginia Polytechnic Institute & ...	3,760 
Centra Health, Inc.	1,458 	Dollar General Corporation	2,865 
Radford University	1,417 	U.S. Xpress, Inc.	2,446 
Uva Health System	1,282 	Teach For America, Inc.	2,247 
The Kroger Co	954 	HomeAdvisor, Inc.	2,142 

## Business Size

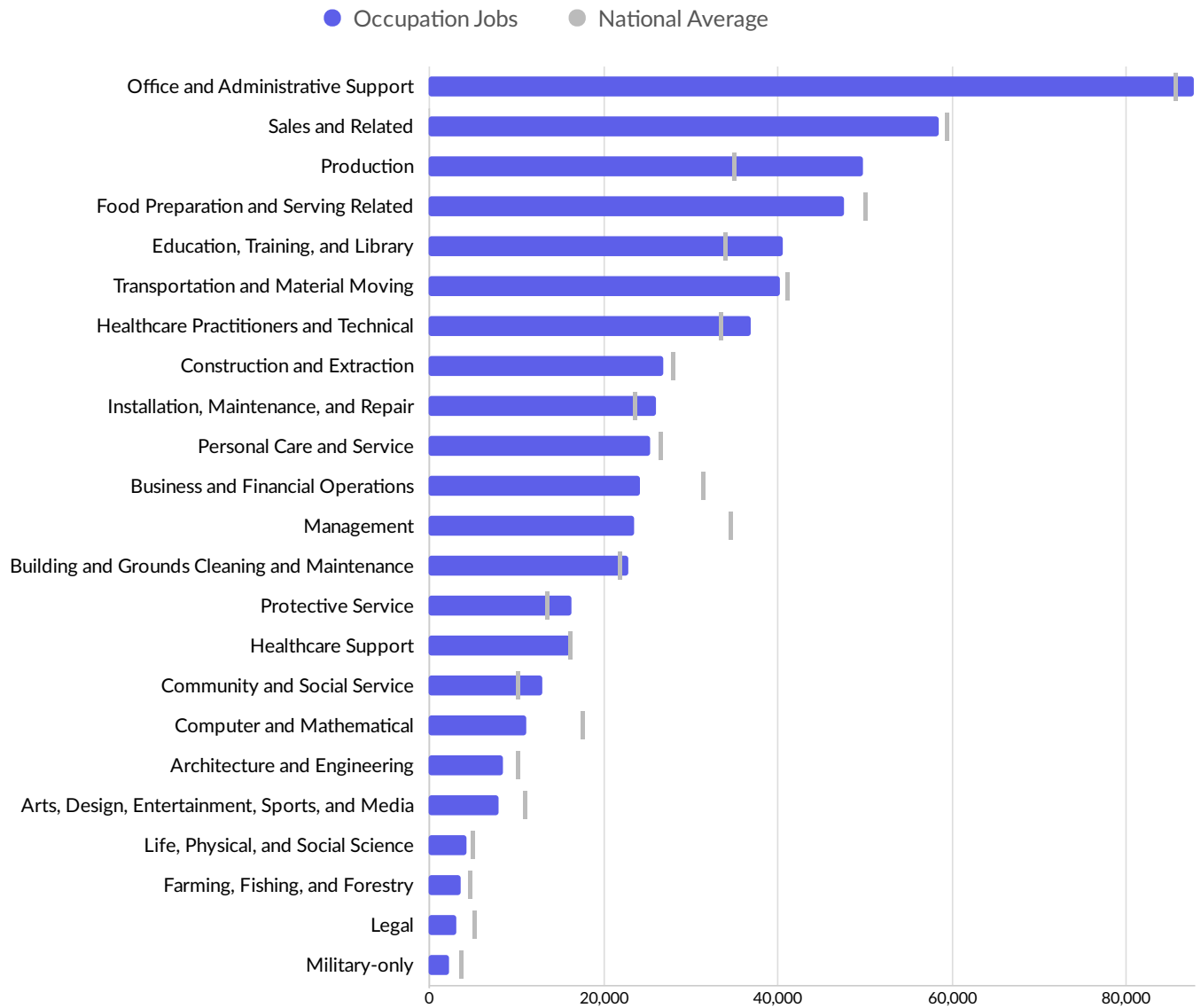


	Percentage	Business Count
1 to 4 employees	37.7%	17,911
5 to 9 employees	26.8%	12,743
10 to 19 employees	19.4%	9,236
20 to 49 employees	11.6%	5,498
50 to 99 employees	2.7%	1,294
100 to 249 employees	1.2%	552
250 to 499 employees	0.5%	223
500+ employees	0.2%	93

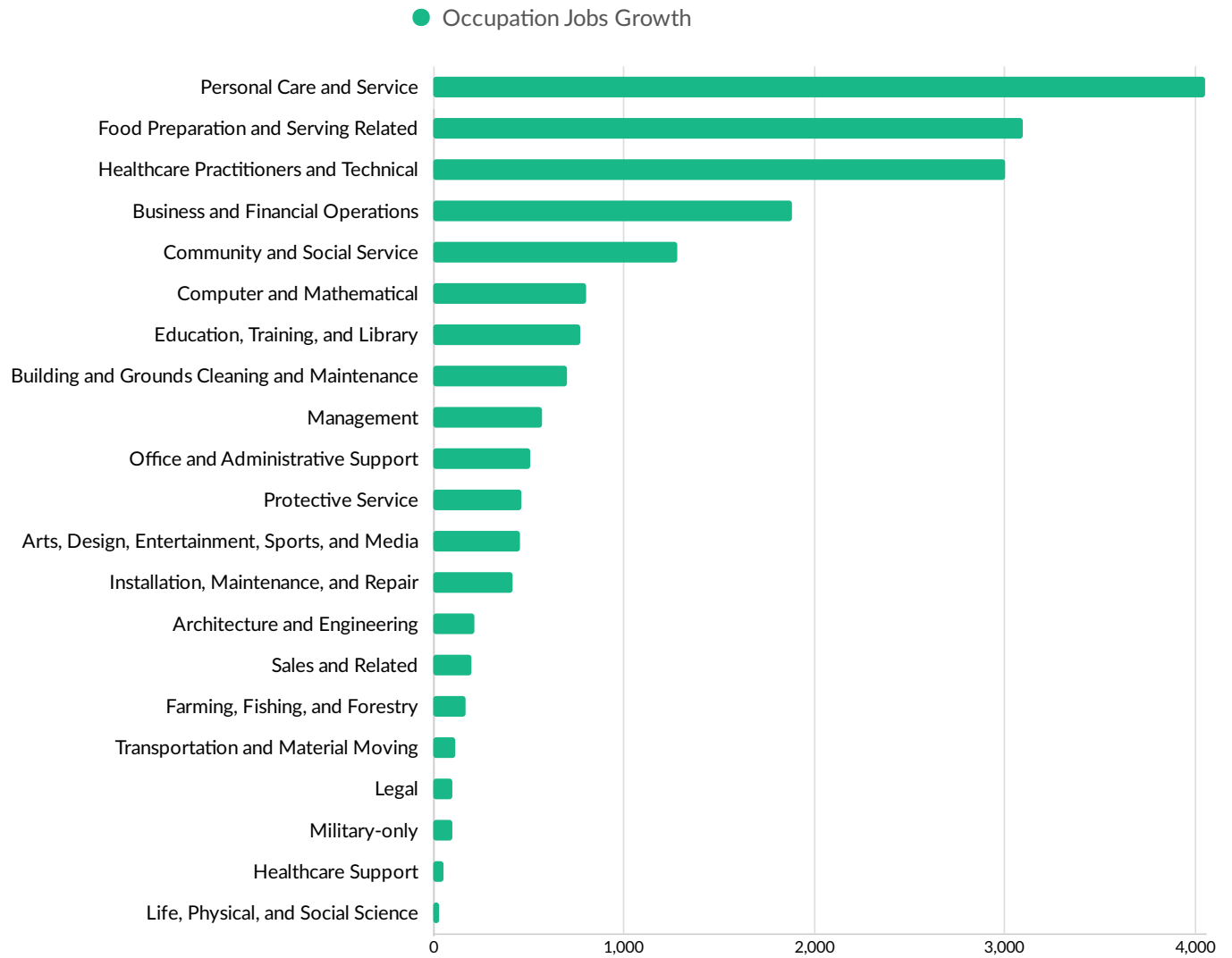
\*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

# Workforce Characteristics

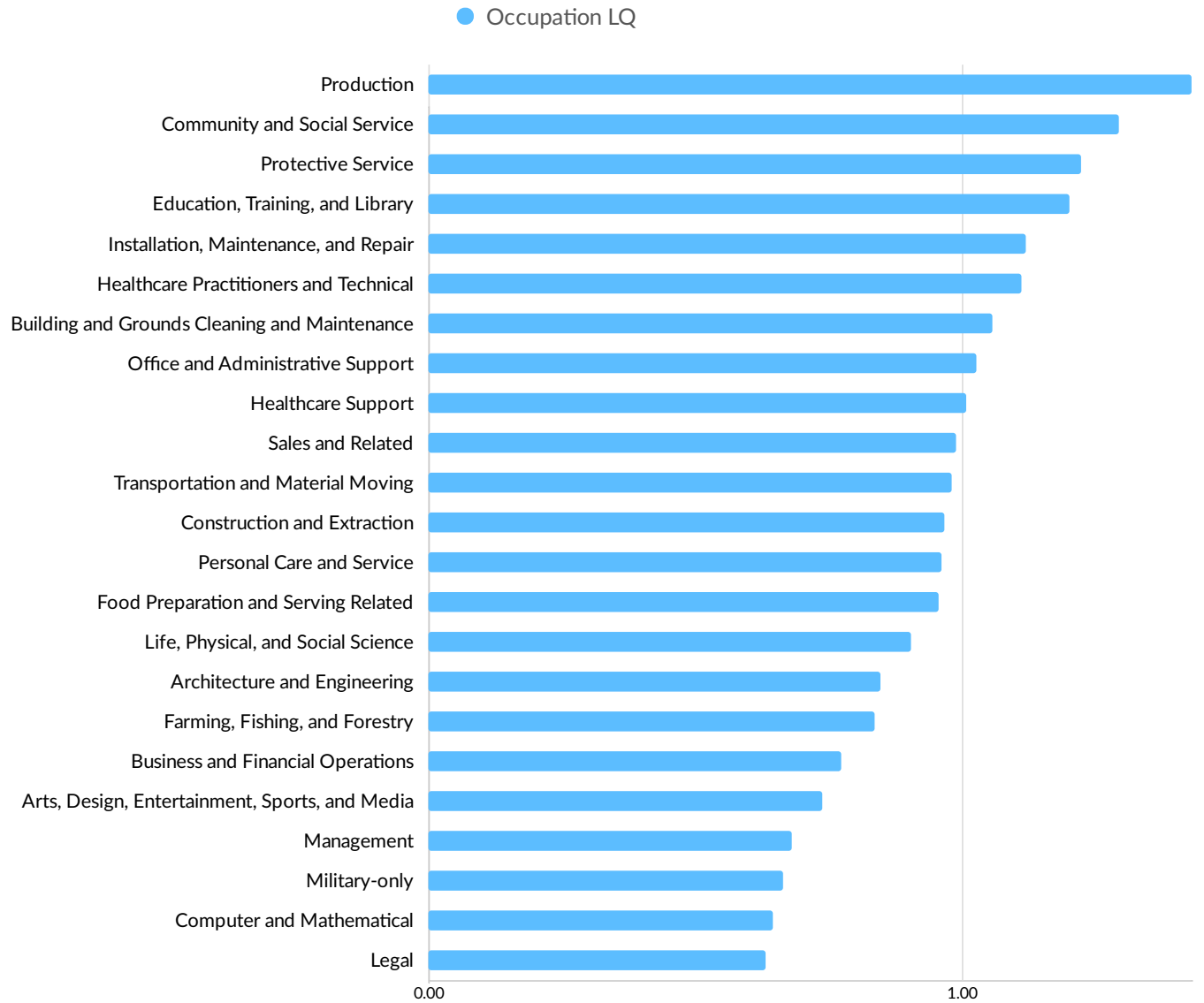
## Largest Occupations



## Top Growing Occupations



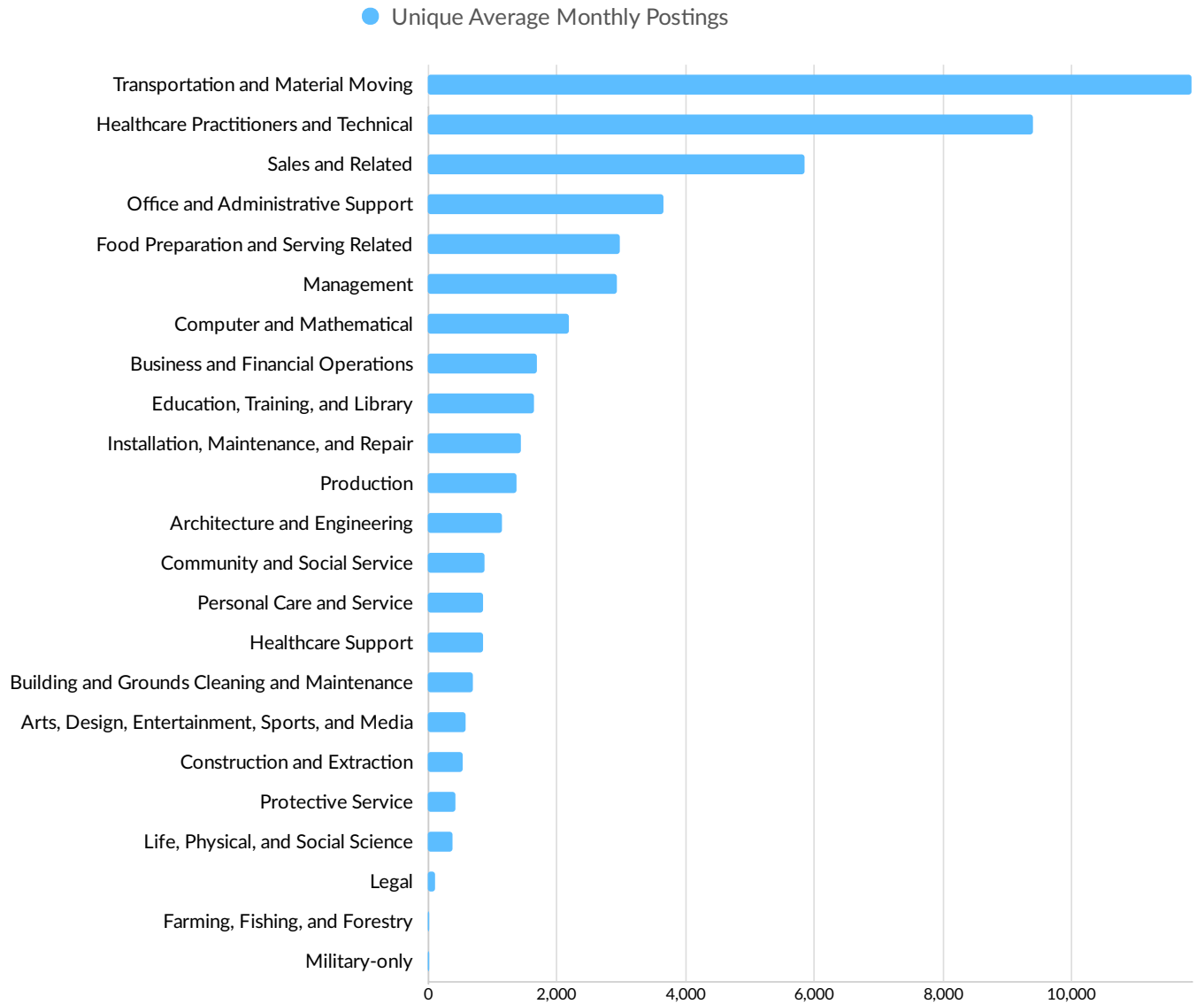
## Top Occupation LQ



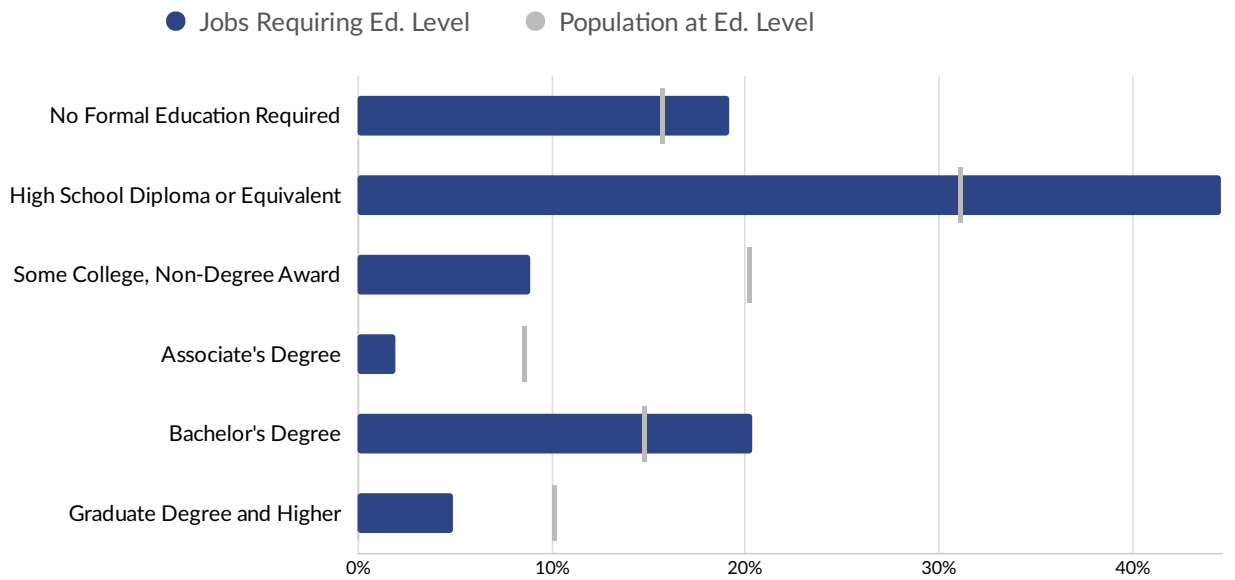
## Top Occupation Earnings



## Top Posted Occupations



## Underemployment





Occupation	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2018 Median Hourly Earnings	Nov 2018 - Oct 2019 Unique Average Monthly Postings
Office and Administrative Support	87,318	87,827	509	+1%	1.03	\$14.99	3,667
Sales and Related	58,380	58,584	204	+0%	0.99	\$11.73	5,853
Production	50,135	49,894	-241	0%	1.43	\$15.73	1,376
Food Preparation and Serving Related	44,565	47,663	3,098	+7%	0.96	\$9.64	2,976
Education, Training, and Library	39,833	40,604	771	+2%	1.20	\$21.62	1,644
Transportation and Material Moving	40,220	40,338	118	+0%	0.98	\$14.46	11,876
Healthcare Practitioners and Technical	33,927	36,929	3,002	+9%	1.11	\$27.44	9,400
Construction and Extraction	27,534	26,874	-660	-2%	0.97	\$17.25	551
Installation, Maintenance, and Repair	25,708	26,127	419	+2%	1.12	\$19.40	1,453
Personal Care and Service	21,415	25,470	4,055	+19%	0.96	\$9.72	860
Business and Financial Operations	22,424	24,312	1,888	+8%	0.78	\$29.26	1,697
Management	22,977	23,549	572	+2%	0.68	\$40.80	2,946
Building and Grounds Cleaning and Maintenance	22,238	22,942	704	+3%	1.06	\$11.46	711
Protective Service	15,854	16,315	461	+3%	1.22	\$17.09	425
Healthcare Support	16,137	16,188	51	+0%	1.01	\$13.17	849
Community and Social Service	11,769	13,054	1,285	+11%	1.30	\$19.44	880
Computer and Mathematical	10,405	11,209	804	+8%	0.65	\$34.38	2,205
Architecture and Engineering	8,305	8,522	217	+3%	0.85	\$34.32	1,159

Occupation	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2018 Median Hourly Earnings	Nov 2018 - Oct 2019 Unique Average Monthly Postings
Arts, Design, Entertainment, Sports, and Media	7,579	8,036	457	+6%	0.74	\$20.19	587
Life, Physical, and Social Science	4,350	4,383	33	+1%	0.91	\$30.21	396
Farming, Fishing, and Forestry	3,555	3,724	169	+5%	0.84	\$13.37	30
Legal	3,036	3,139	103	+3%	0.63	\$29.56	122
Military-only	2,291	2,391	100	+4%	0.67	\$19.59	12

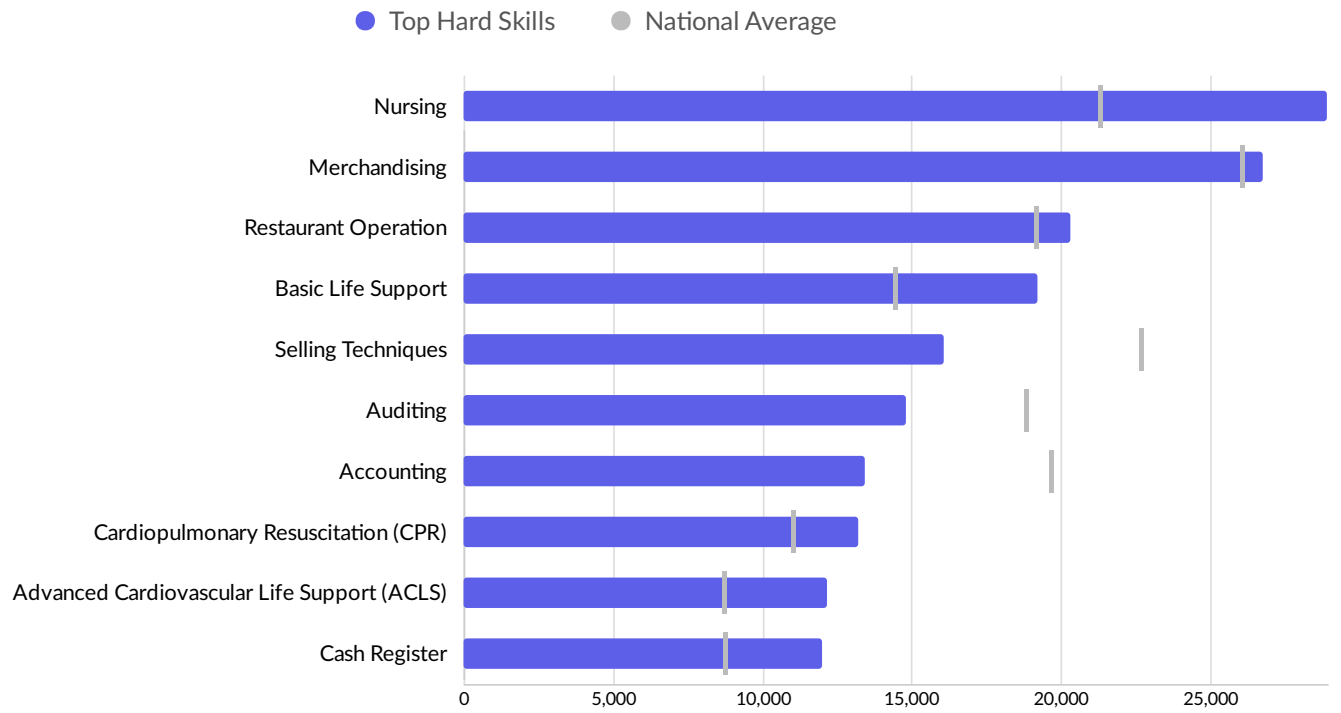
## Educational Pipeline

In 2018, there were 40,159 graduates in Appalachian Power Company-Served Virginia Counties. This pipeline has grown by 5% over the last 5 years. The highest share of these graduates come from "Psychology, General", "Business Administration and Management, General", and "Business Administration and Management, General".

School	Total Graduates (2018)	Graduate Trend (2014 - 2018)
Liberty University	18,729	
Virginia Polytechnic Institute and State University	8,553	
Radford University	2,344	
Central Virginia Community College	1,195	
Virginia Western Community College	1,050	
Patrick Henry Community College	982	
Wytheville Community College	790	
Southwest Virginia Community College	696	
Mountain Empire Community College	650	
University of Lynchburg	639	

● Certificate   
 ● Associate's   
 ● Bachelor's   
 ● 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