



Appalachian Power Company-Served West Virginia Counties



BOUNDLESS ENERGY™

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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	<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

913,407

Population (2019)

Population decreased by **49,613** over the last 5 years and is projected to **decrease by 32,197** over the next 5 years.

390,558

Total Regional Employment

Jobs decreased by **12,150** over the last 5 years but are projected to **grow by 4,344** over the next 5 years.

\$55.6K

Avg. Earnings Per Job (2019)

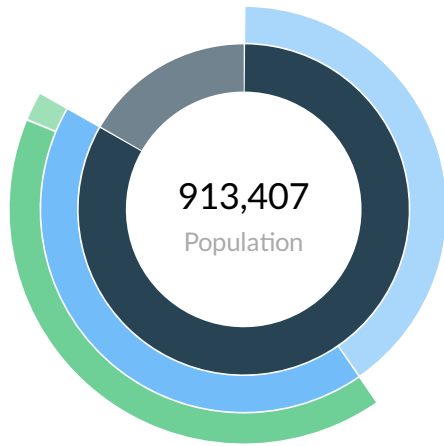
Regional average earnings per job are **\$11.7K below** the national average earnings of \$67.3K per job.

Takeaways

- As of 2019 the region's population **declined by 5.2%** since 2014, falling by 49,613. Population is expected to **decrease by 3.5%** between 2019 and 2024, losing 32,197.
- From 2014 to 2019, jobs **declined by 3.0%** in Appalachian Power Company-Served West Virginia Counties from 402,708 to **390,558**. This change **fell short of the national growth rate of 6.9% by 9.9%**. As the number of jobs declined, the **labor force participation rate increased from 49.2% to 51.6%** between 2014 and 2019.
- Concerning educational attainment, **11.3% of the selected regions' residents possess a Bachelor's Degree** (7.5% below the national average), and **6.5% hold an Associate's Degree** (1.6% below the national average).
- The top three industries in 2019 are Restaurants and Other Eating Places, General Medical and Surgical Hospitals, and Education and Hospitals (Local Government).

	Population (2019)	Labor Force (2019)	Jobs (2019)	Cost of Living	GRP	Imports	Exports
Region	913,407	391,987	390,558	95.1	\$41.26B	\$48.58B	\$57.46B
State	1,799,638	805,996	761,304	96.7	\$76.12B	\$96.84B	\$114.17B

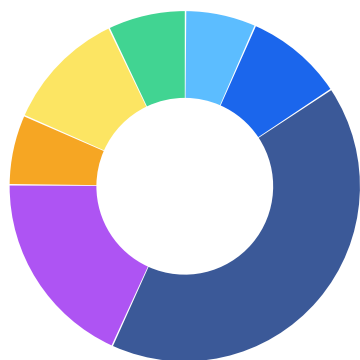
2019 Labor Force Breakdown



	Population
● Total Working Age Population	760,051
● Not in Labor Force (15+)	368,064
● Labor Force	391,987
● Employed	373,392
● Unemployed	18,595
● Under 15	153,356

Educational Attainment

Concerning educational attainment, **11.3% of the selected regions' residents possess a Bachelor's Degree** (7.5% below the national average), and **6.5% hold an Associate's Degree** (1.6% below the national average).

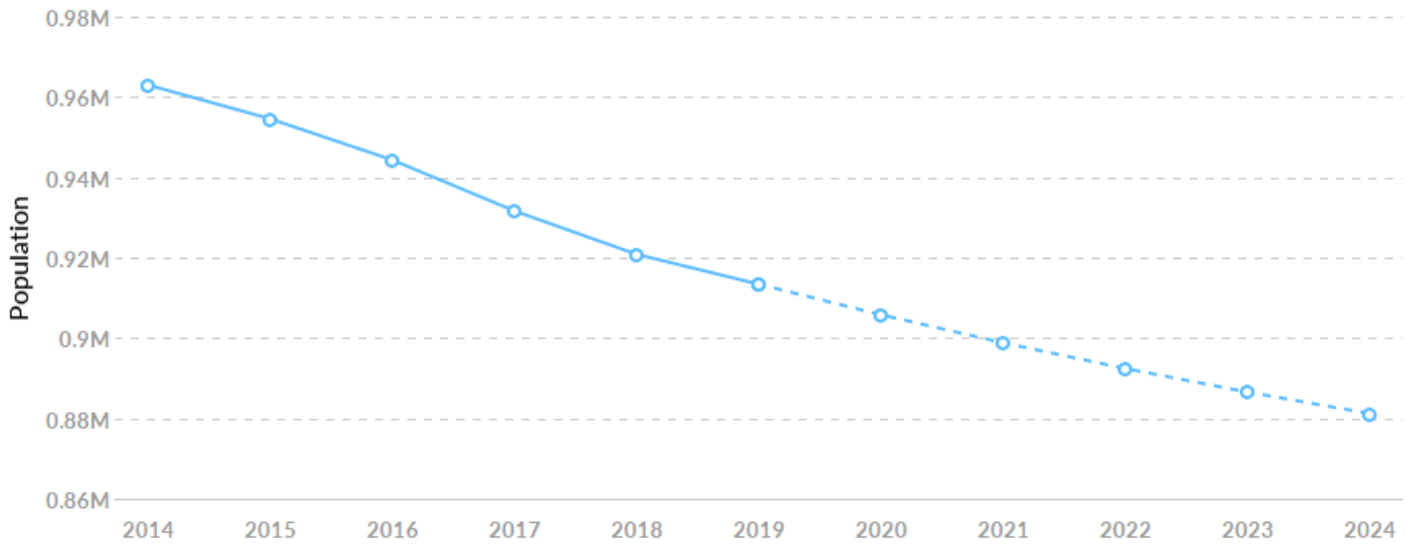


	% of Population	Population
● Less Than 9th Grade	6.5%	42,744
● 9th Grade to 12th Grade	9.1%	59,712
● High School Diploma	41.1%	269,569
● Some College	18.3%	120,319
● Associate's Degree	6.5%	42,369
● Bachelor's Degree	11.3%	74,113
● Graduate Degree and Higher	7.2%	47,059

Historic & Projected Trends

Population Trends

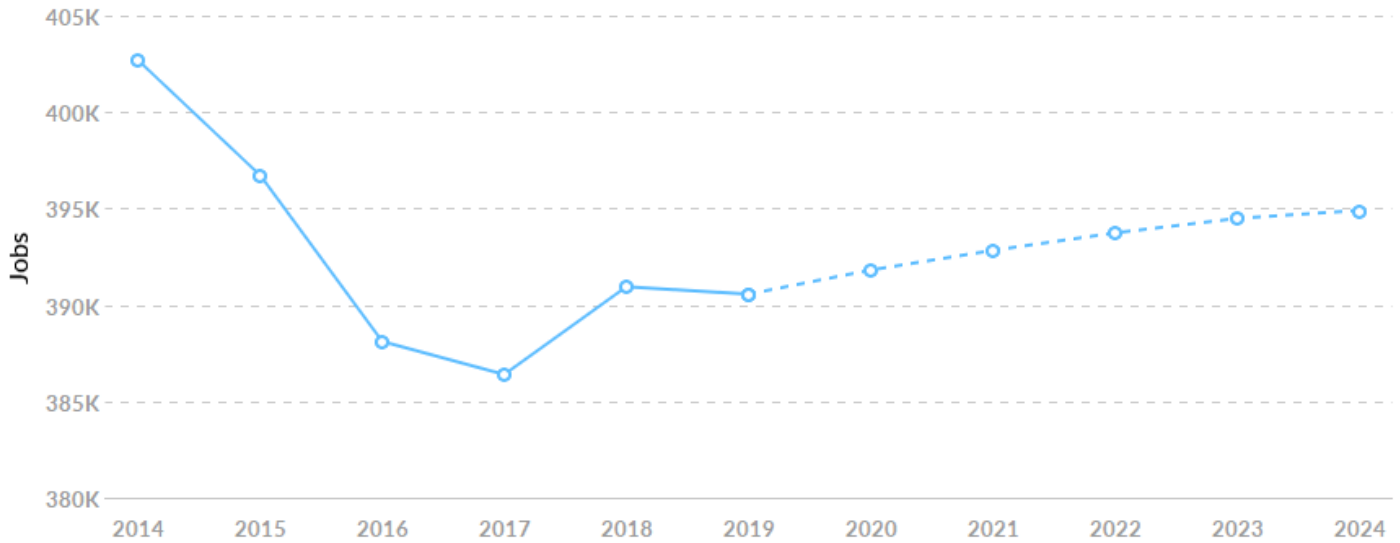
As of 2019 the region's population **declined by 5.2%** since 2014, falling by 49,613. Population is expected to **decrease by 3.5%** between 2019 and 2024, losing 32,197.



Timeframe	Population
2014	963,020
2015	954,592
2016	944,358
2017	931,667
2018	920,861
2019	913,407
2020	905,804
2021	898,820
2022	892,421
2023	886,561
2024	881,210

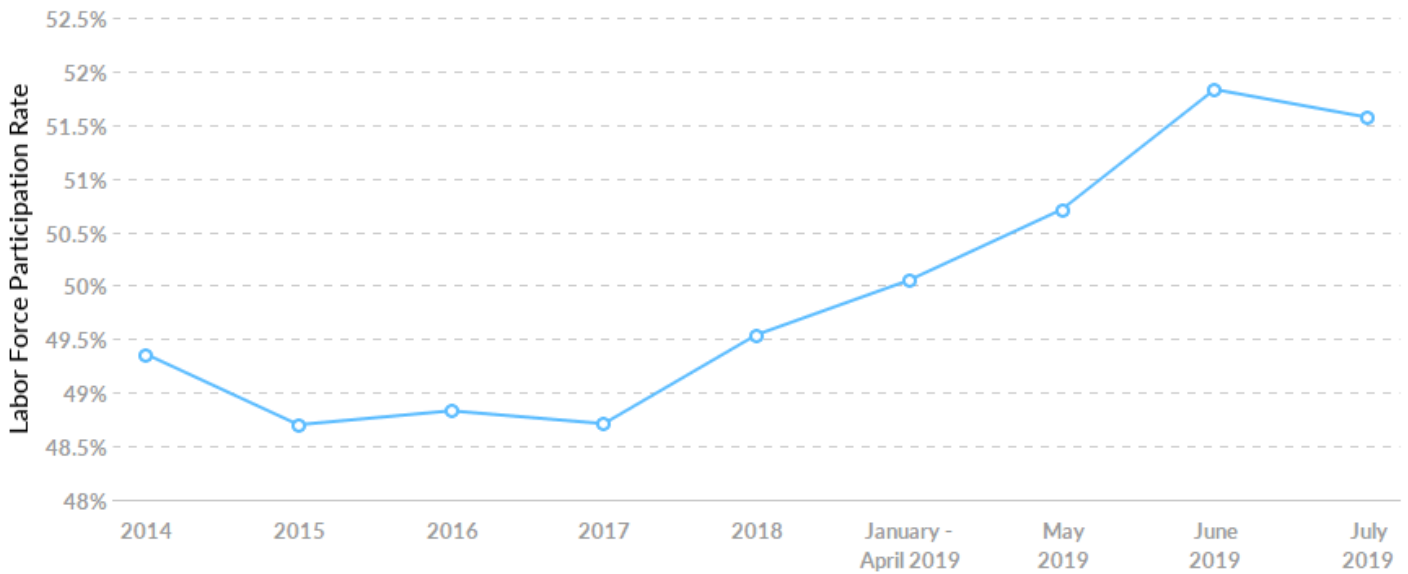
Job Trends

From 2014 to 2019, jobs declined by 3.0% in Appalachian Power Company-Served West Virginia Counties from 402,708 to 390,558. This change fell short of the national growth rate of 6.9% by 9.9%.



Timeframe	Jobs
2014	402,708
2015	396,735
2016	388,107
2017	386,391
2018	390,940
2019	390,558
2020	391,808
2021	392,827
2022	393,734
2023	394,485
2024	394,902

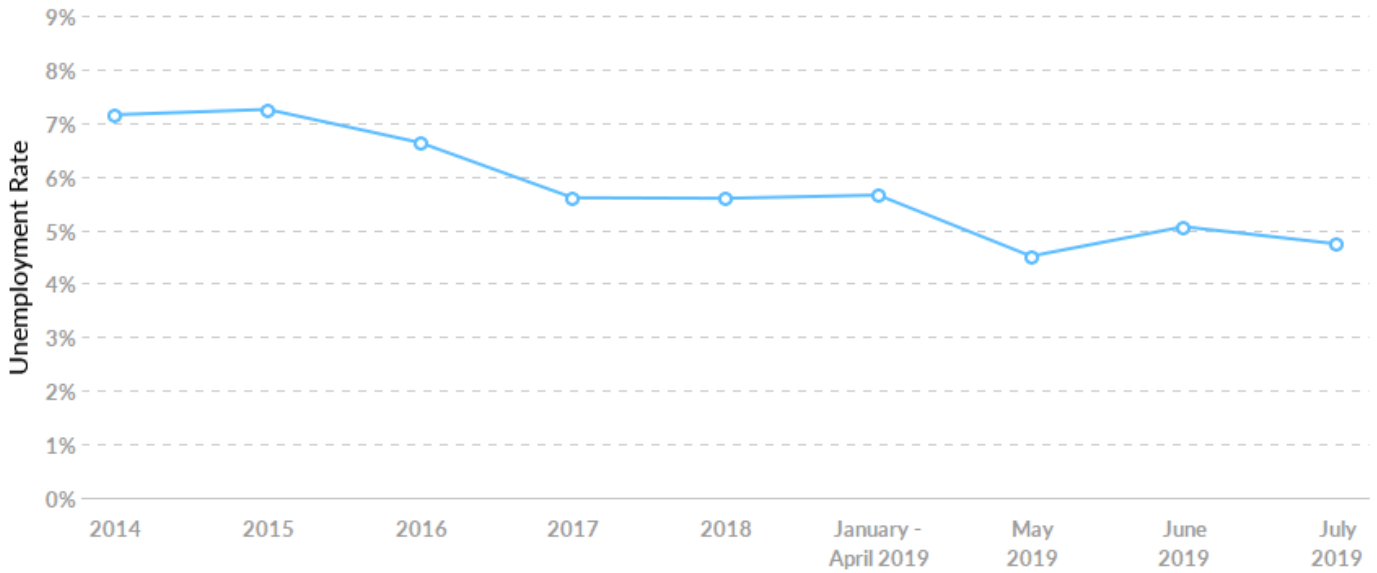
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2014	49.36%
2015	48.70%
2016	48.83%
2017	48.71%
2018	49.54%
January - April 2019	50.05%
May 2019	50.71%
June 2019	51.83%
July 2019	51.57%

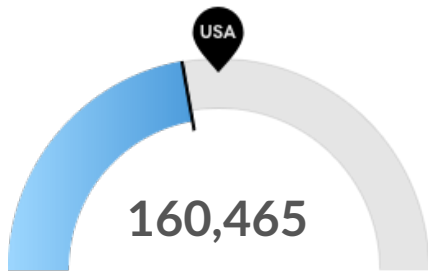
Unemployment Rate Trends

Your areas had a July 2019 unemployment rate of 4.74%, decreasing from 7.15% 5 years before.



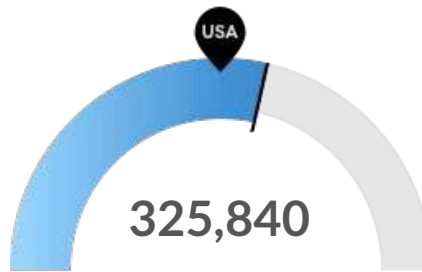
Timeframe	Unemployment Rate
2014	7.15%
2015	7.25%
2016	6.63%
2017	5.60%
2018	5.59%
January - April 2019	5.65%
May 2019	4.51%
June 2019	5.06%
July 2019	4.74%

Population Characteristics



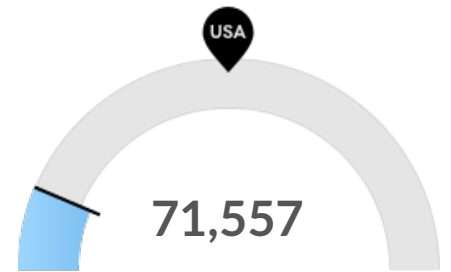
Millennials

Your area has 160,465 millennials (ages 25-39). The national average for an area this size is 189,317.



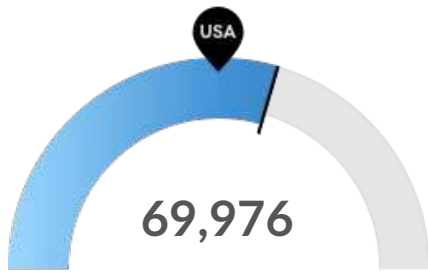
Retiring Soon

Retirement risk is high in your area. The national average for an area this size is 266,558 people 55 or older, while there are 325,840 here.



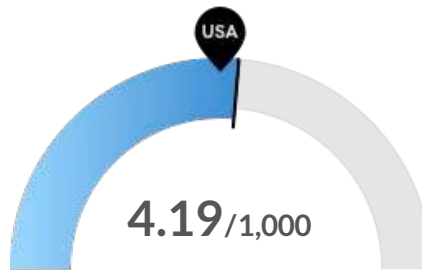
Racial Diversity

Racial diversity is low in your area. The national average for an area this size is 364,838 racially diverse people, while there are 71,557 here.



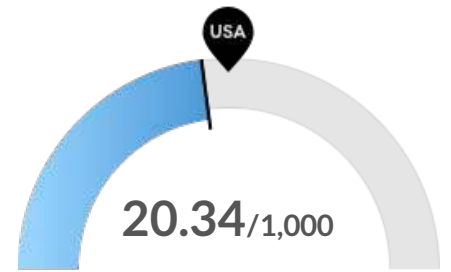
Veterans

Your area has 69,976 veterans. The national average for an area this size is 54,268.



Violent Crime

Your area has 4.19 violent crimes per 1,000 people. The national rate is 3.87 per 1,000 people.

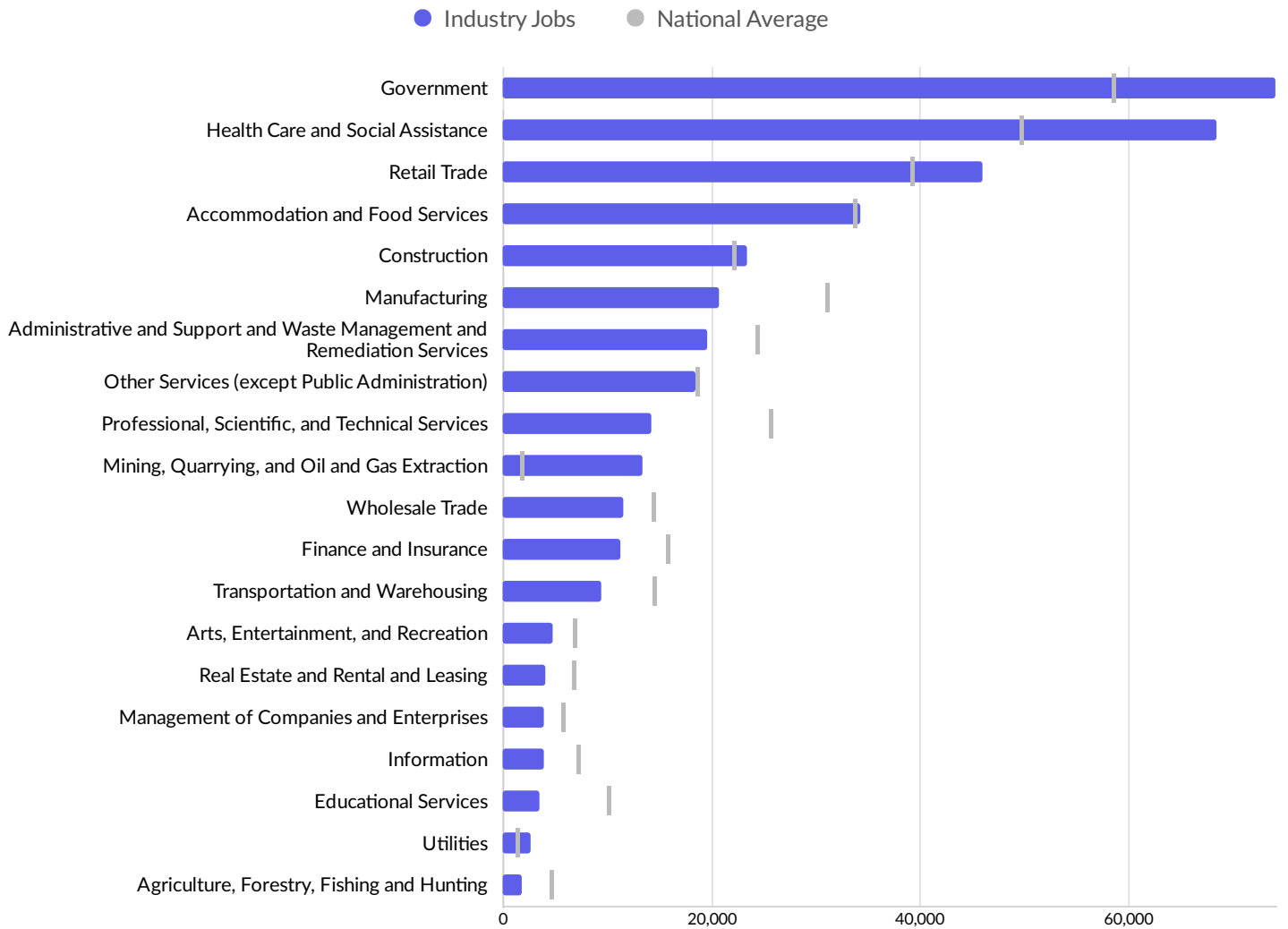


Property Crime

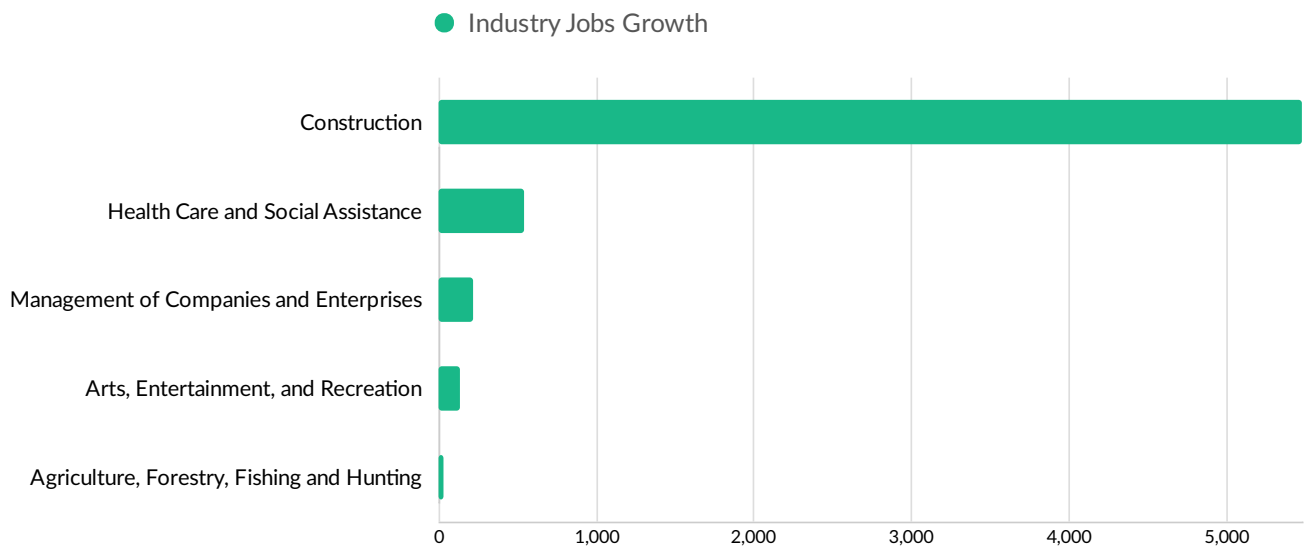
Your area has 20.34 property crimes per 1,000 people. The national rate is 22.98 per 1,000 people.

Industry Characteristics

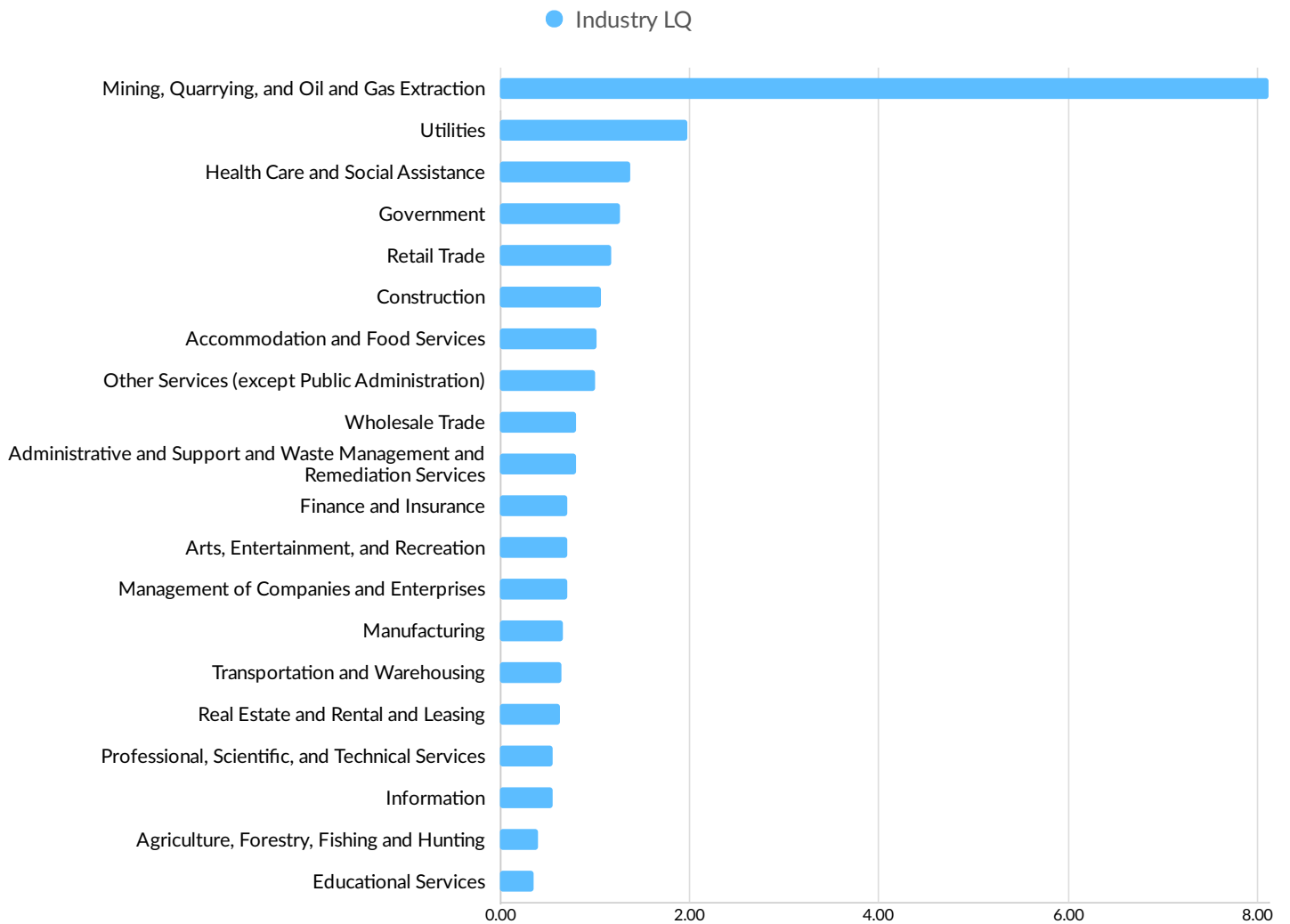
Largest Industries



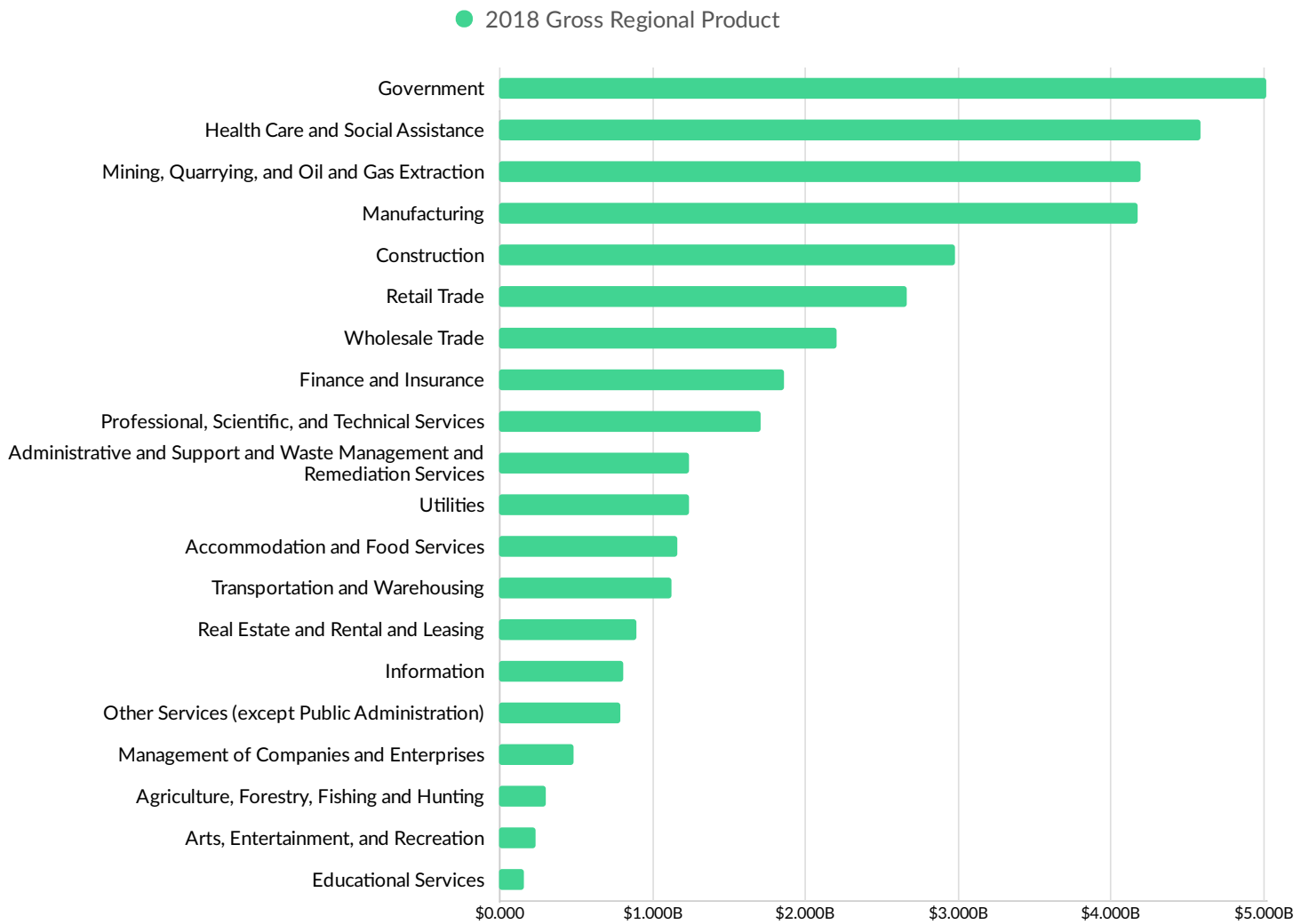
Top Growing Industries



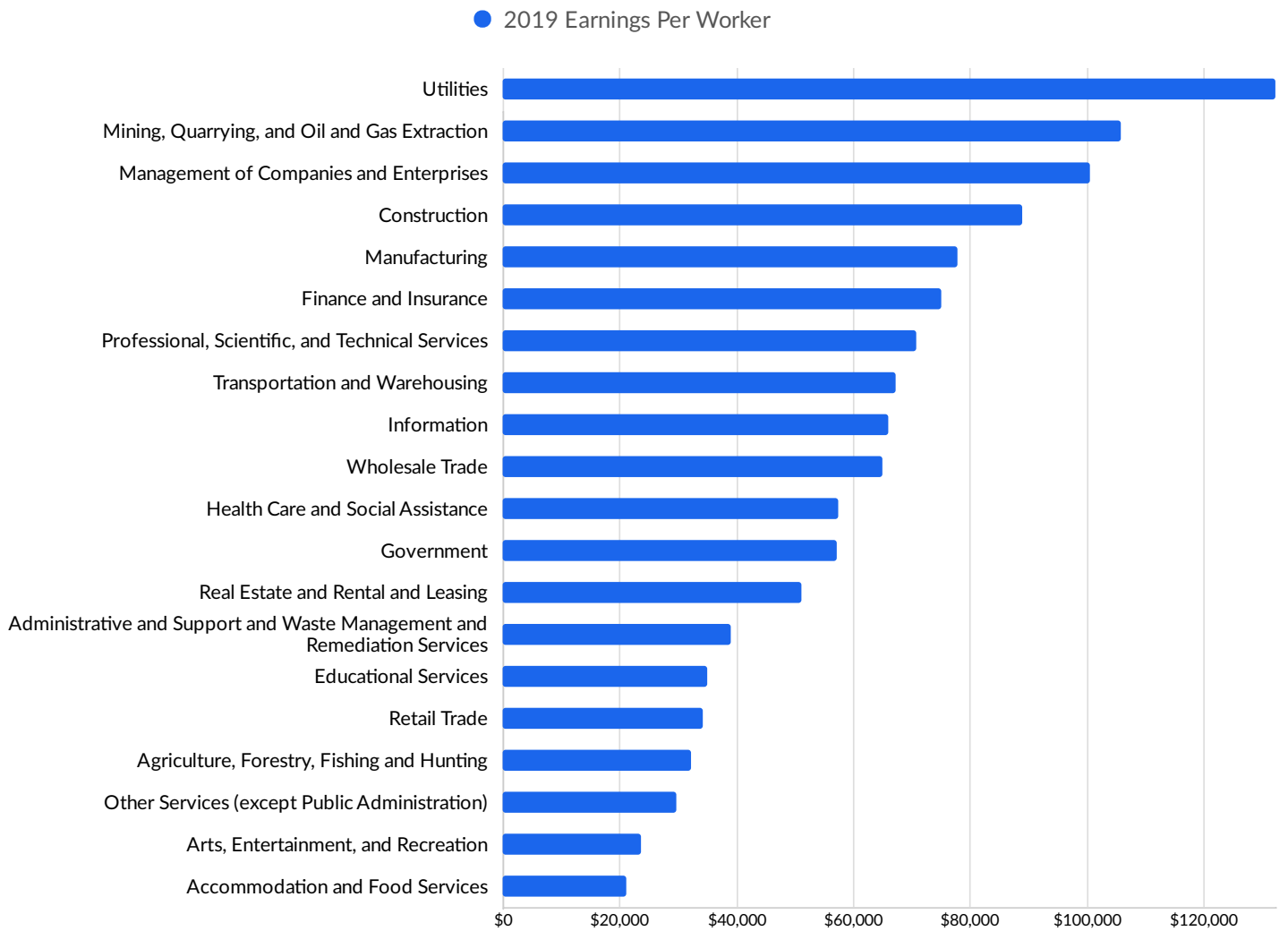
Top Industry LQ



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	77,504	74,186	-3,318	-4%	1.27	\$57,191	\$5.02B
Health Care and Social Assistance	68,049	68,594	545	+1%	1.38	\$57,492	\$4.59B
Retail Trade	49,713	46,121	-3,592	-7%	1.18	\$34,190	\$2.67B
Accommodation and Food Services	34,589	34,399	-190	-1%	1.02	\$21,279	\$1.17B
Construction	17,991	23,476	5,485	+30%	1.07	\$88,921	\$2.98B
Manufacturing	21,027	20,761	-266	-1%	0.67	\$78,005	\$4.18B
Administrative and Support and Waste Management and Remediation Services	19,825	19,664	-161	-1%	0.81	\$39,105	\$1.25B
Other Services (except Public Administration)	19,876	18,494	-1,382	-7%	1.00	\$29,796	\$794.04M
Professional, Scientific, and Technical Services	15,313	14,218	-1,095	-7%	0.55	\$70,933	\$1.71B
Mining, Quarrying, and Oil and Gas Extraction	18,289	13,415	-4,874	-27%	8.13	\$105,948	\$4.20B
Wholesale Trade	12,899	11,573	-1,326	-10%	0.81	\$64,951	\$2.21B
Finance and Insurance	11,706	11,268	-438	-4%	0.72	\$75,138	\$1.86B
Transportation and Warehousing	10,382	9,463	-919	-9%	0.66	\$67,242	\$1.13B
Arts, Entertainment, and Recreation	4,714	4,848	134	+3%	0.71	\$23,718	\$235.79M
Real Estate and Rental and Leasing	4,371	4,162	-209	-5%	0.63	\$51,282	\$894.74M
Management of Companies and Enterprises	3,758	3,977	219	+6%	0.71	\$100,731	\$488.67M
Information	4,515	3,933	-582	-13%	0.55	\$65,971	\$816.56M
Educational Services	3,564	3,544	-20	-1%	0.35	\$35,069	\$162.72M
Utilities	2,785	2,642	-143	-5%	1.99	\$132,407	\$1.24B
Agriculture, Forestry, Fishing and Hunting	1,773	1,809	36	+2%	0.40	\$32,323	\$309.54M

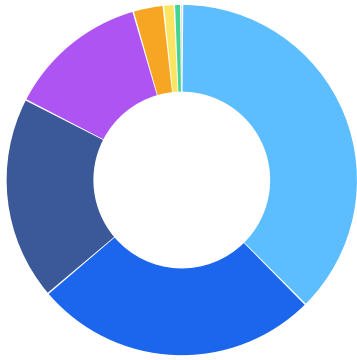
Business Characteristics

62,860 Companies Employ Your Workers

Online profiles for your workers mention 62,860 companies as employers, with the top 10 appearing below. In the last 12 months, 10,470 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Marshall University	1,745 	Uber Technologies, Inc.	17,183 
Kanawha County Board of Educ...	1,380 	CRST International, Inc.	16,278 
Wal-Mart Stores, Inc.	1,124 	HealthCare Employment Netwo...	6,180 
Charleston Area Medical Center...	1,080 	Blair Logistics, Inc.	4,987 
Camc	981 	Teach For America, Inc.	4,776 
Cabell Huntington Hospital	972 	J.B. Hunt Transport Services, Inc.	4,587 
West Virginia University	970 	U.S. Xpress, Inc.	4,344 
United States Department of th...	656 	HomeAdvisor, Inc.	3,541 
State of West Virginia	584 	Dollar General Corporation	2,983 
The Kroger Co	573 	Averitt Express, Inc.	2,919 

Business Size

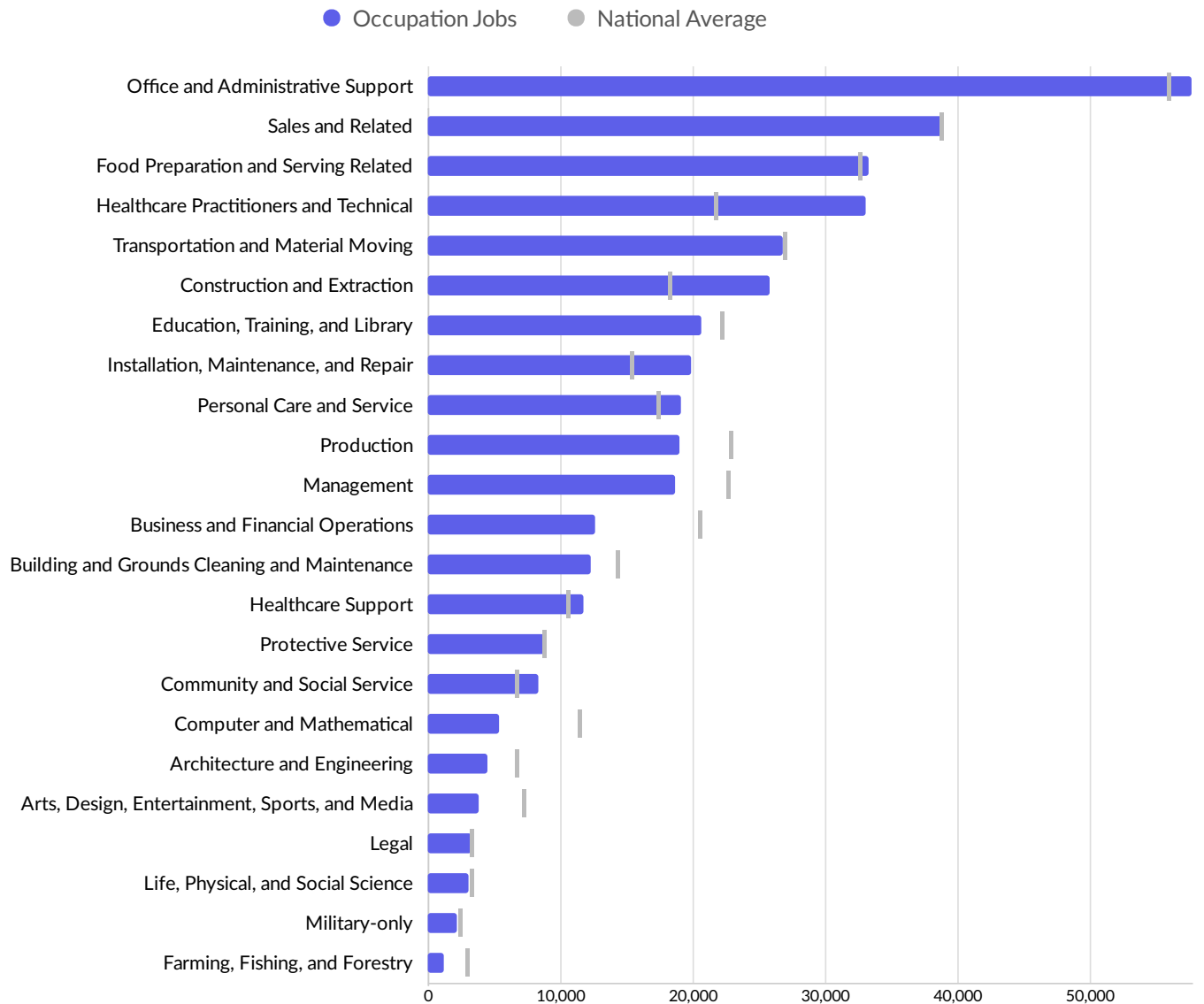


	Percentage	Business Count
1 to 4 employees	37.5%	11,501
5 to 9 employees	26.3%	8,057
10 to 19 employees	18.8%	5,756
20 to 49 employees	13.0%	3,978
50 to 99 employees	2.8%	856
100 to 249 employees	1.0%	310
250 to 499 employees	0.6%	180
500+ employees	0.2%	49

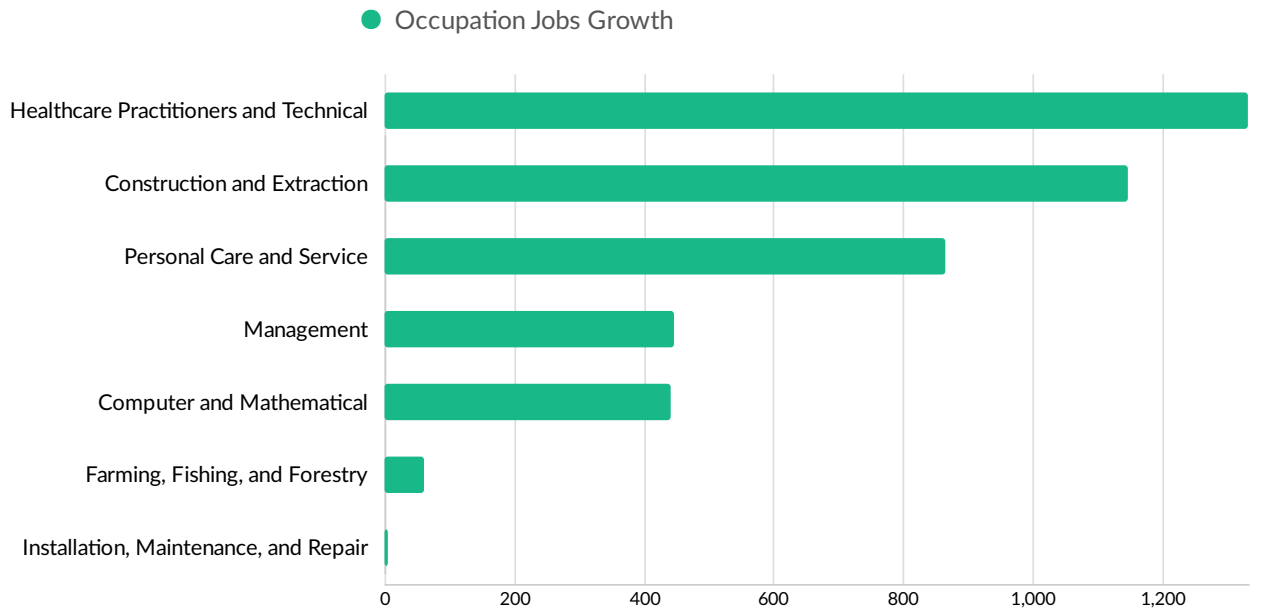
**Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*

Workforce Characteristics

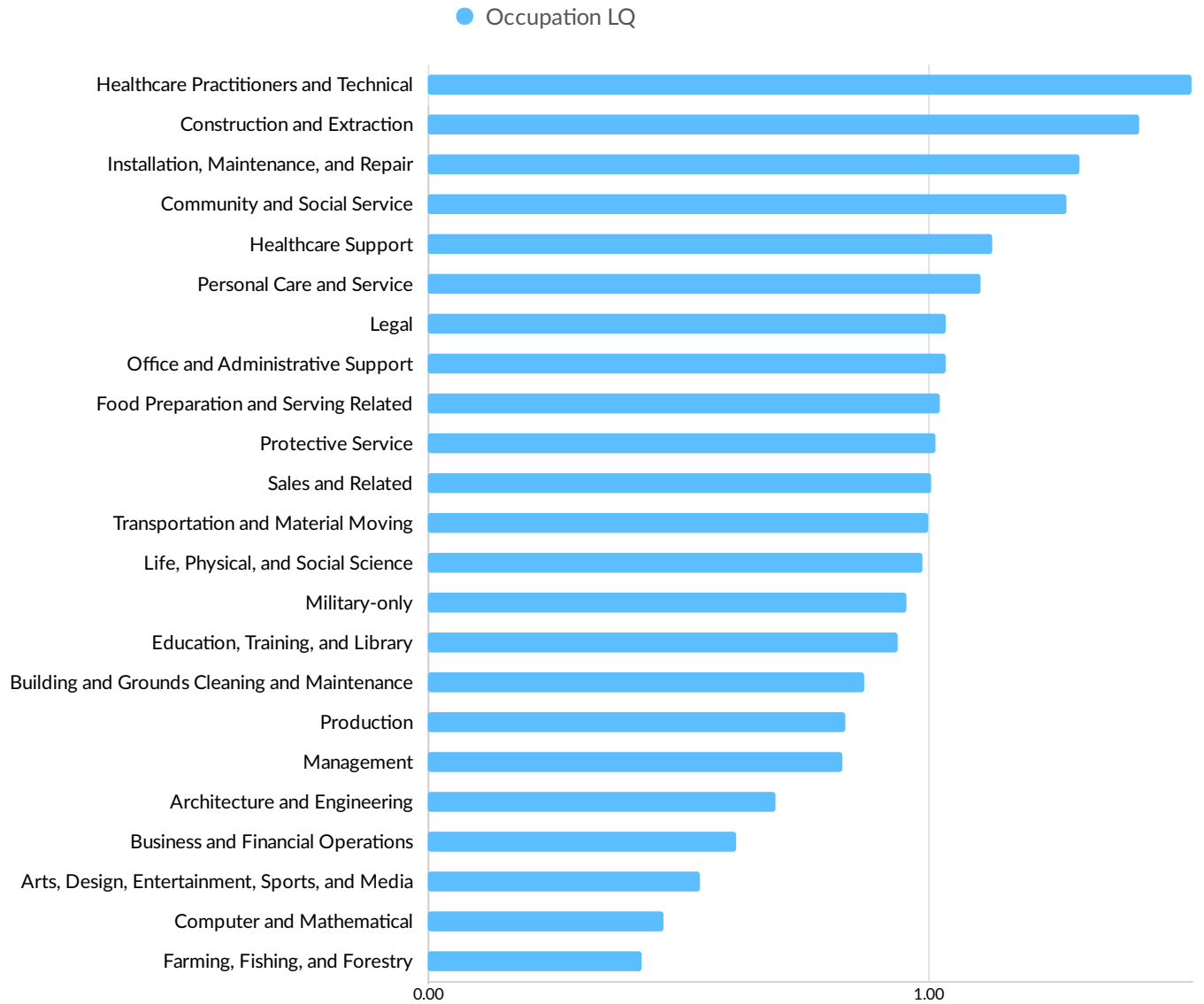
Largest Occupations



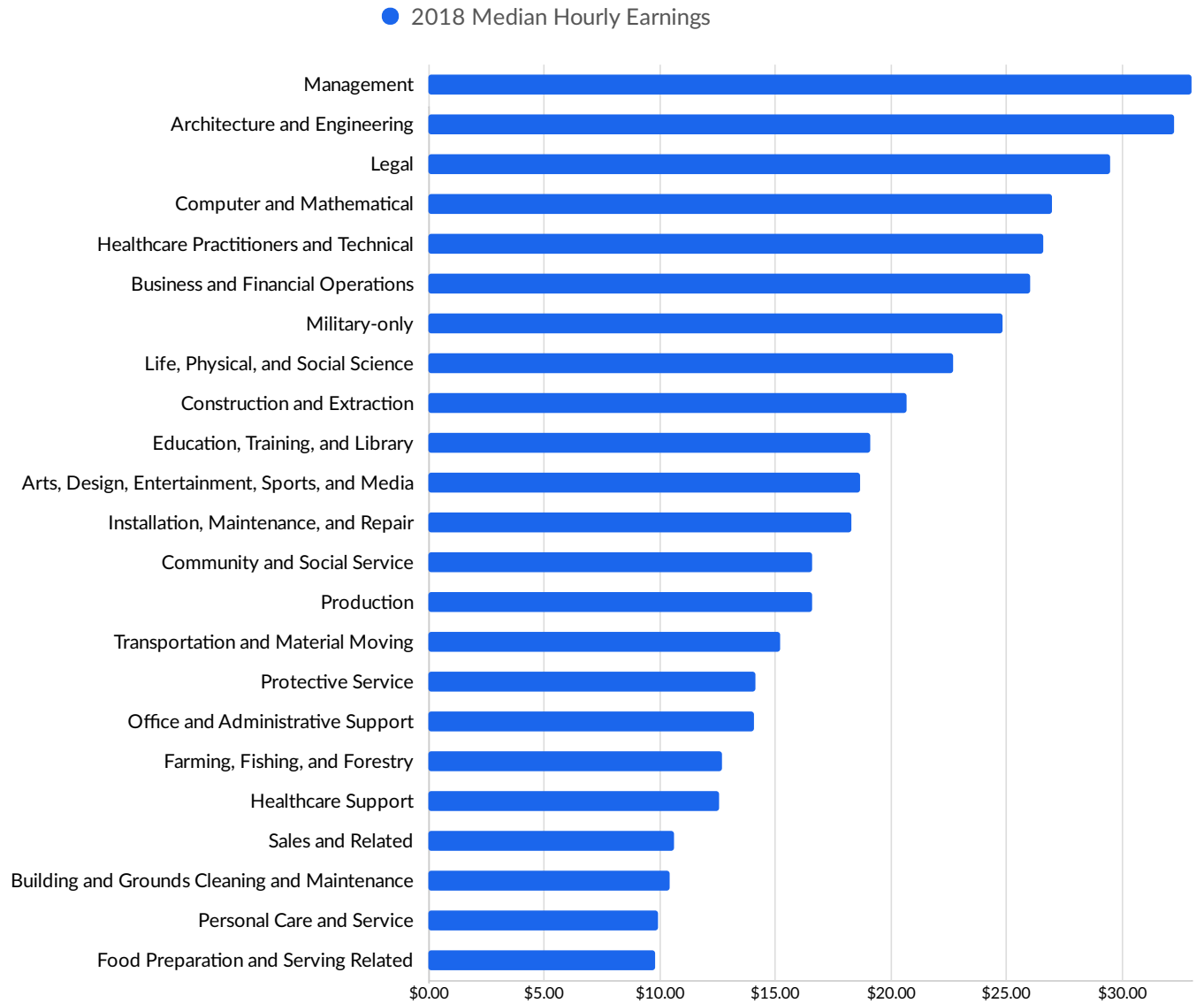
Top Growing Occupations



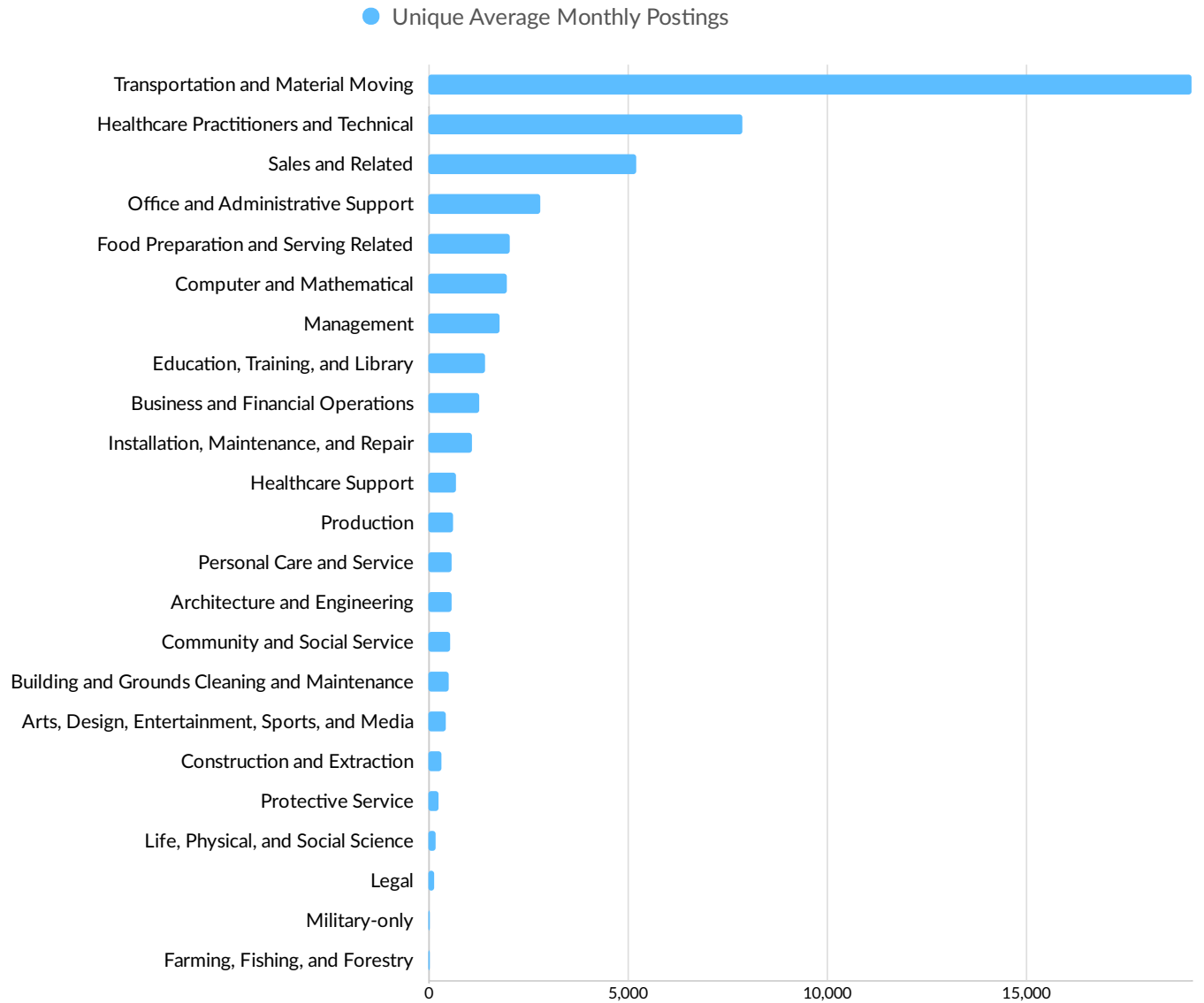
Top Occupation LQ



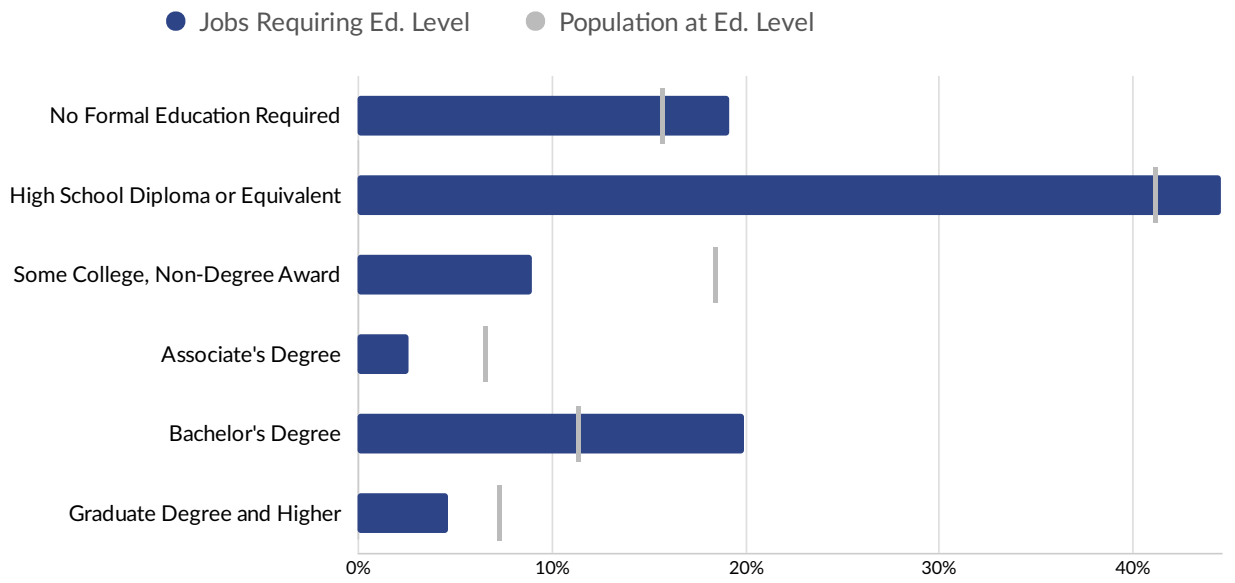
Top Occupation Earnings



Top Posted Occupations



Underemployment

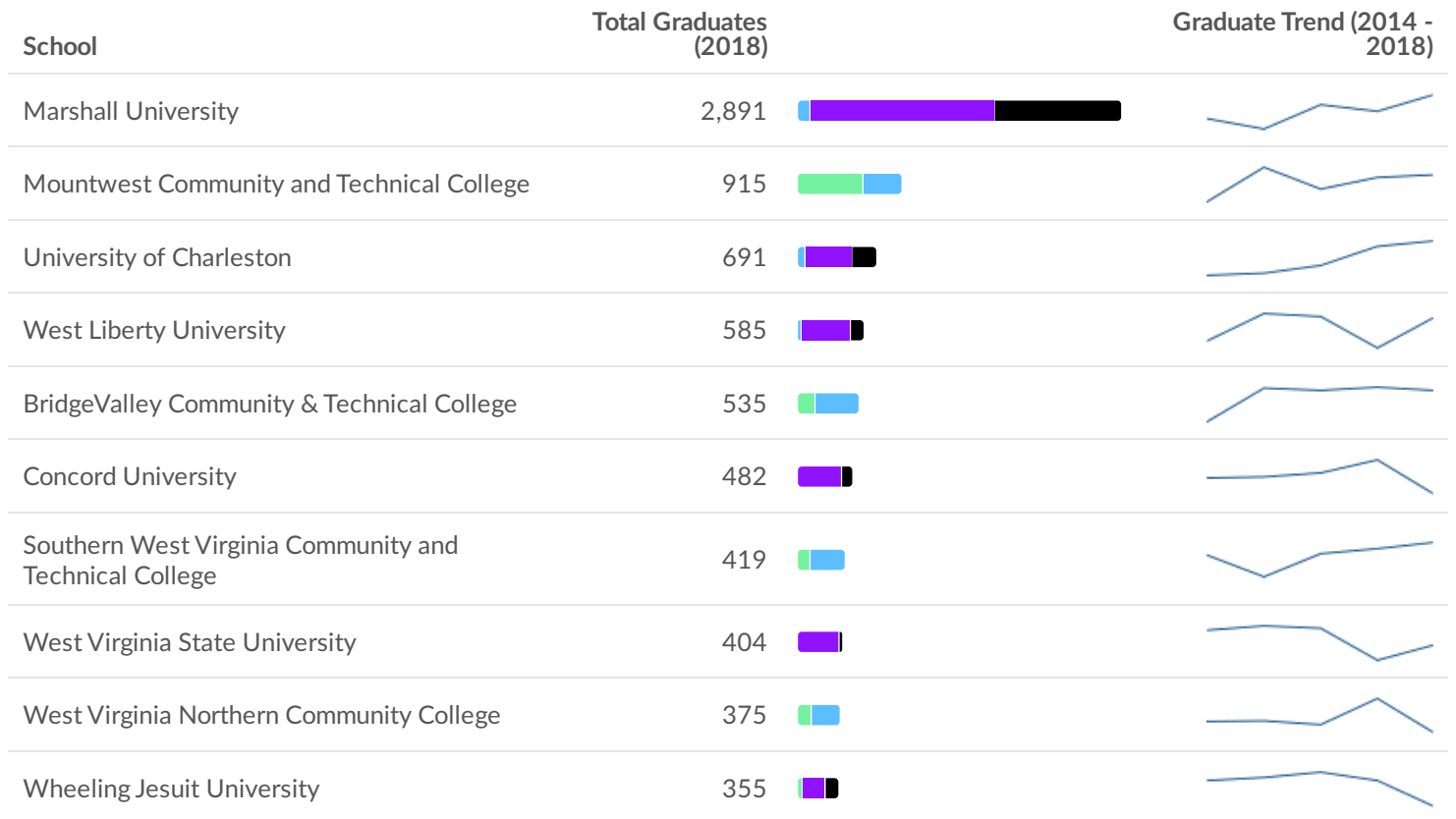


Occupation	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2018 Median Hourly Earnings	Nov 2018 - Oct 2019 Unique Average Monthly Postings
Office and Administrative Support	61,710	57,709	-4,001	-6%	1.03	\$14.08	2,802
Sales and Related	42,812	38,919	-3,893	-9%	1.01	\$10.65	5,224
Food Preparation and Serving Related	33,857	33,313	-544	-2%	1.02	\$9.78	2,043
Healthcare Practitioners and Technical	31,757	33,090	1,333	+4%	1.53	\$26.64	7,892
Transportation and Material Moving	28,104	26,781	-1,323	-5%	1.00	\$15.23	19,165
Construction and Extraction	24,632	25,780	1,148	+5%	1.42	\$20.71	320
Education, Training, and Library	21,806	20,716	-1,090	-5%	0.94	\$19.14	1,408
Installation, Maintenance, and Repair	19,863	19,869	6	+0%	1.30	\$18.31	1,101
Personal Care and Service	18,215	19,081	866	+5%	1.10	\$9.92	591
Production	20,021	19,012	-1,009	-5%	0.84	\$16.59	611
Management	18,185	18,633	448	+2%	0.83	\$33.03	1,805
Business and Financial Operations	12,761	12,594	-167	-1%	0.61	\$26.04	1,291
Building and Grounds Cleaning and Maintenance	13,445	12,340	-1,105	-8%	0.87	\$10.46	528
Healthcare Support	12,610	11,806	-804	-6%	1.13	\$12.57	682
Protective Service	10,023	8,818	-1,205	-12%	1.01	\$14.19	246
Community and Social Service	8,436	8,389	-47	-1%	1.27	\$16.61	531
Computer and Mathematical	4,903	5,345	442	+9%	0.47	\$26.98	1,971
Architecture and Engineering	4,941	4,553	-388	-8%	0.69	\$32.27	568

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	3,996	3,852	-144	-4%	0.54	\$18.70	440
Legal	3,497	3,348	-149	-4%	1.03	\$29.53	161
Life, Physical, and Social Science	3,505	3,124	-381	-11%	0.99	\$22.69	182
Military-only	2,446	2,242	-204	-8%	0.96	\$24.86	23
Farming, Fishing, and Forestry	1,181	1,242	61	+5%	0.43	\$12.74	20

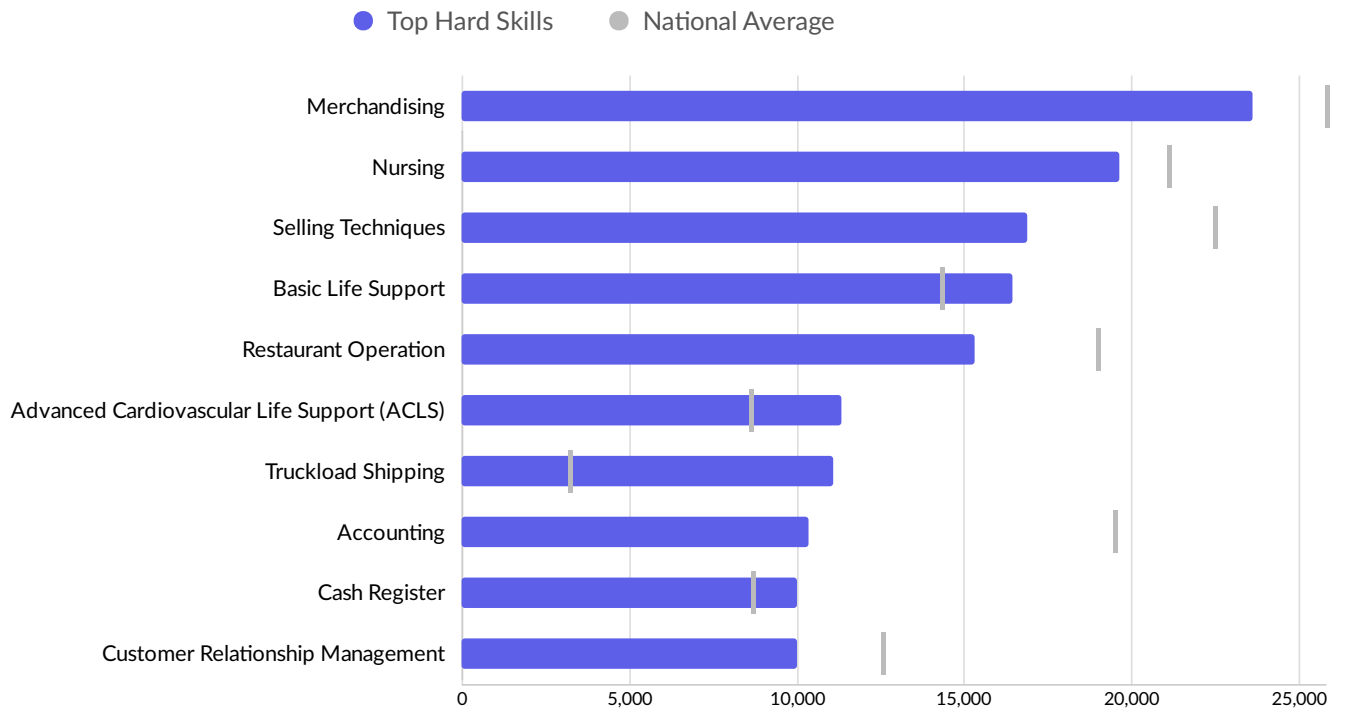
Educational Pipeline

In 2018, there were 10,023 graduates in Appalachian Power Company-Served West Virginia Counties. This pipeline has grown by 7% over the last 5 years. The highest share of these graduates come from General Studies, "Science Technologies/Technicians, Other", and "Business Administration and Management, General".



● Certificate
 ● Associate's
 ● Bachelor's
 ● Master's or Higher

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