



Kentucky Power-Served Counties



BOUNDLESS ENERGY™

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

437,770

Population (2022)

Population **decreased by 1,244** over the last 5 years but is projected to **grow by 19,351** over the next 5 years.

131,910

Total Regional Employment

Jobs **decreased by 3,433** over the last 5 years but are projected to **grow by 4,978** over the next 5 years.

\$55.8K

Avg. Earnings Per Job (2022)

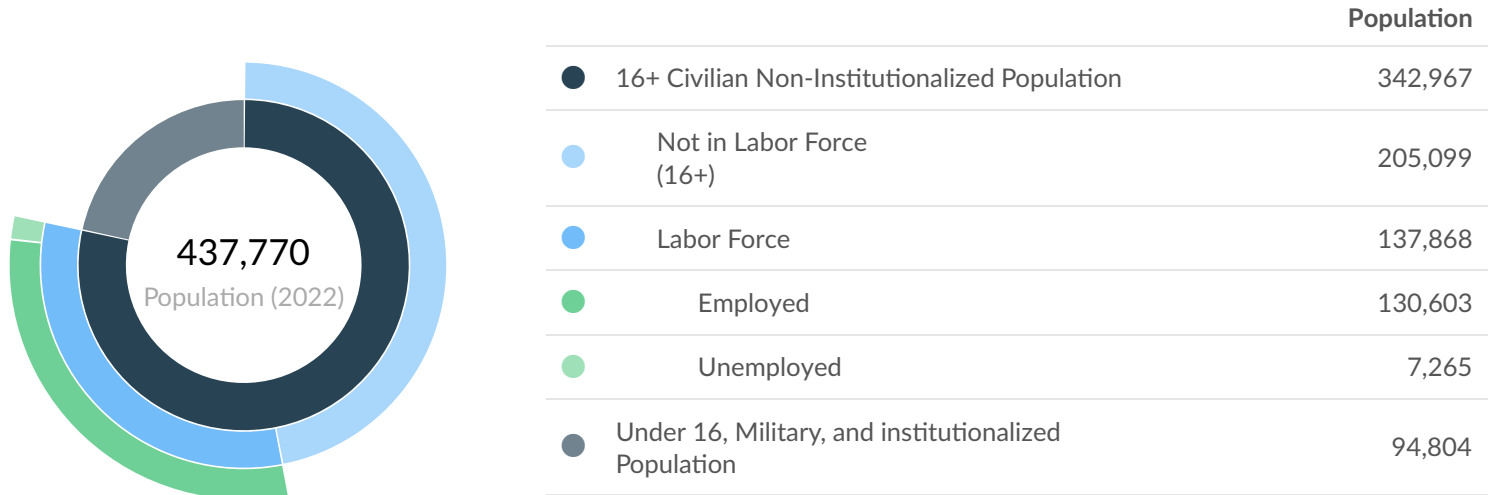
Regional average earnings per job are **\$24.0K below** the national average earnings of \$79.8K per job.

Takeaways

- As of 2022 the region's population **declined by 0.3%** since 2017, falling by 1,244. Population is expected to **increase by 4.4%** between 2022 and 2027, adding 19,351.
- From 2017 to 2022, jobs **declined by 2.5%** in Kentucky Power-Served Counties from 135,343 to **131,910**. This change **fell short of the national growth rate of 2.4% by 4.9%**. As the number of jobs declined, the **labor force participation rate decreased from 41.7% to 40.2% between 2017 and 2022**.
- Concerning educational attainment, **7.6% of the selected regions' residents possess a Bachelor's Degree** (13.1% below the national average), and **8.9% hold an Associate's Degree** (the same as the national average).
- The top three industries in 2022 are Education and Hospitals (Local Government), General Medical and Surgical Hospitals, and Restaurants and Other Eating Places.

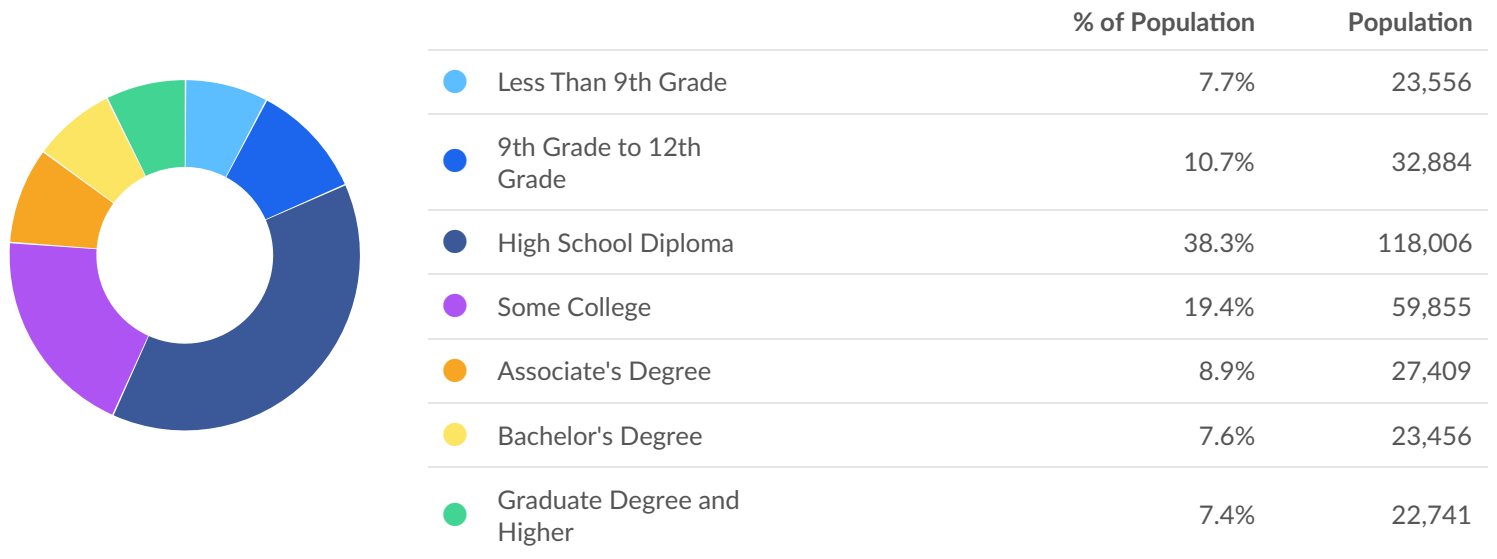
	Population (2022)	Labor Force (Sep 2022)	Jobs (2022)	Cost of Living	GRP	Imports	Exports
Region	437,770	137,868	131,910	88.0	\$14.42B	\$23.07B	\$20.75B
AEP-Served Texas Counties (AEP Texas & SWEPCO)	4,628,365	2,026,463	1,786,984	95.6	\$217.34B	\$281.18B	\$287.57B
Appalachian Power Company-Served West Virginia Counties	901,949	374,664	371,755	93.4	\$45.85B	\$55.48B	\$68.30B
Appalachian Power Company-Served Tennessee Counties	371,081	160,638	158,472	92.2	\$19.62B	\$23.16B	\$26.21B
PSO-Served Oklahoma Counties	1,838,697	843,515	785,169	92.3	\$99.11B	\$107.72B	\$116.70B
Southwestern Electric Power Company-Served Arkansas Counties	871,227	416,668	427,180	91.6	\$50.48B	\$60.10B	\$55.30B
Indiana Michigan Power- Served Michigan Counties	598,825	290,197	244,711	92.5	\$32.96B	\$39.97B	\$36.29B
Indiana Michigan Power- Served Indiana Counties	2,240,330	1,094,493	1,071,085	94.3	\$134.07B	\$155.63B	\$165.74B
AEP Ohio-Served Counties	5,567,639	2,712,647	2,629,446	91.6	\$344.50B	\$320.35B	\$363.21B
Ohio	11,836,183	5,734,809	5,896,111	92.4	\$783.45B	\$631.33B	\$781.34B

Sep 2022 Labor Force Breakdown



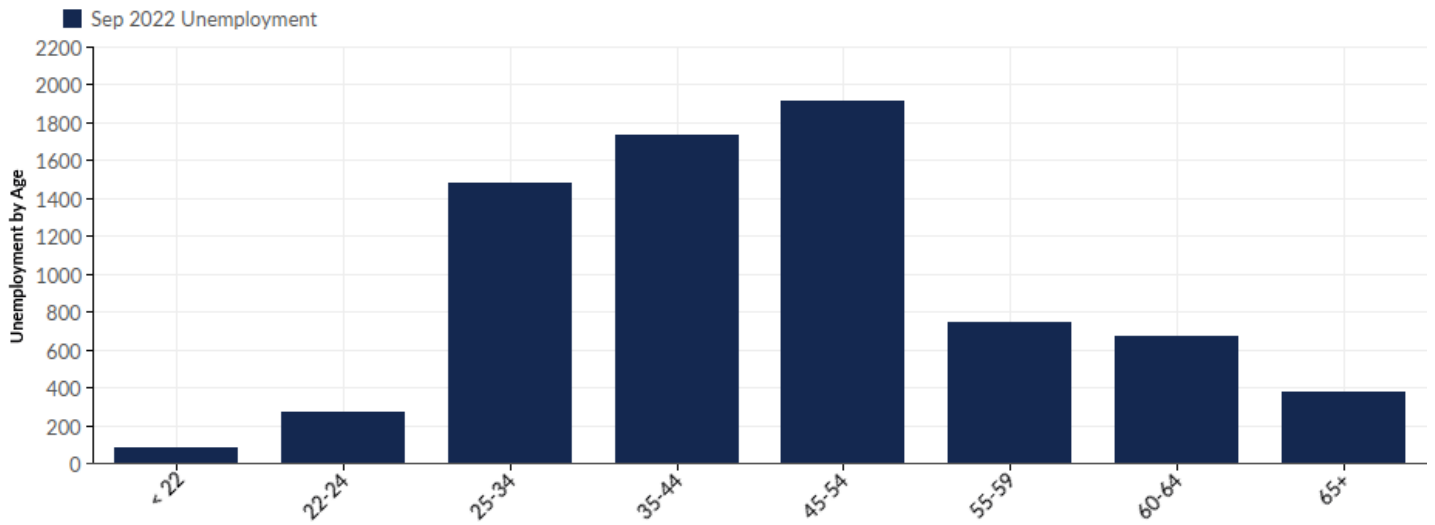
Educational Attainment

Concerning educational attainment, **7.6% of the selected regions' residents possess a Bachelor's Degree** (13.1% below the national average), and **8.9% hold an Associate's Degree** (the same as the national average).



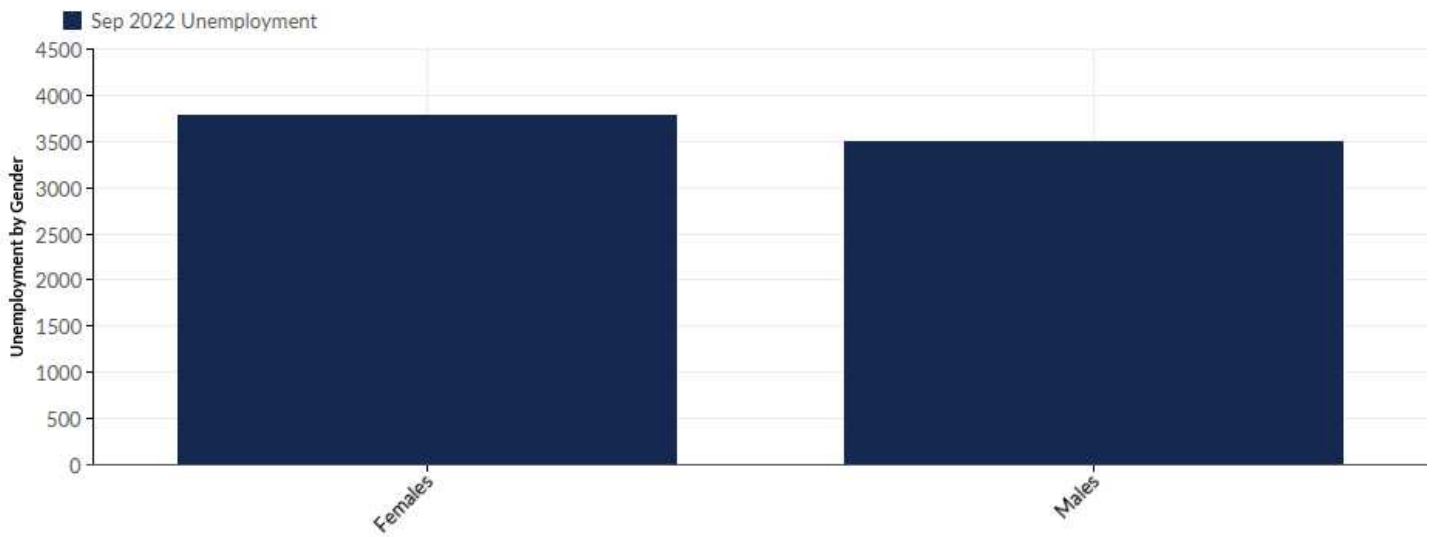
Unemployment by Demographics

Unemployment by Age



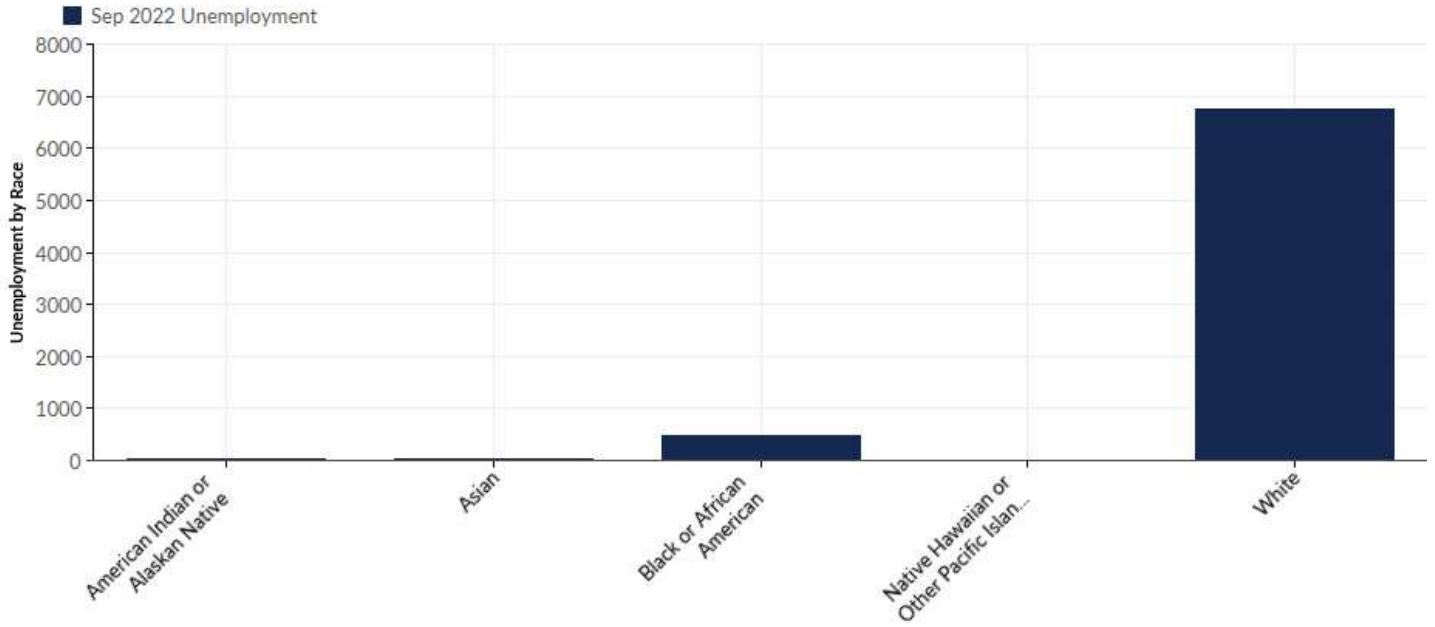
Age	Unemployment (Sep 2022)	% of Unemployed
< 22	78	1.07%
22-24	271	3.73%
25-34	1,483	20.41%
35-44	1,733	23.85%
45-54	1,913	26.33%
55-59	744	10.24%
60-64	668	9.19%
65+	375	5.16%
Total	7,265	100.00%

Unemployment by Gender



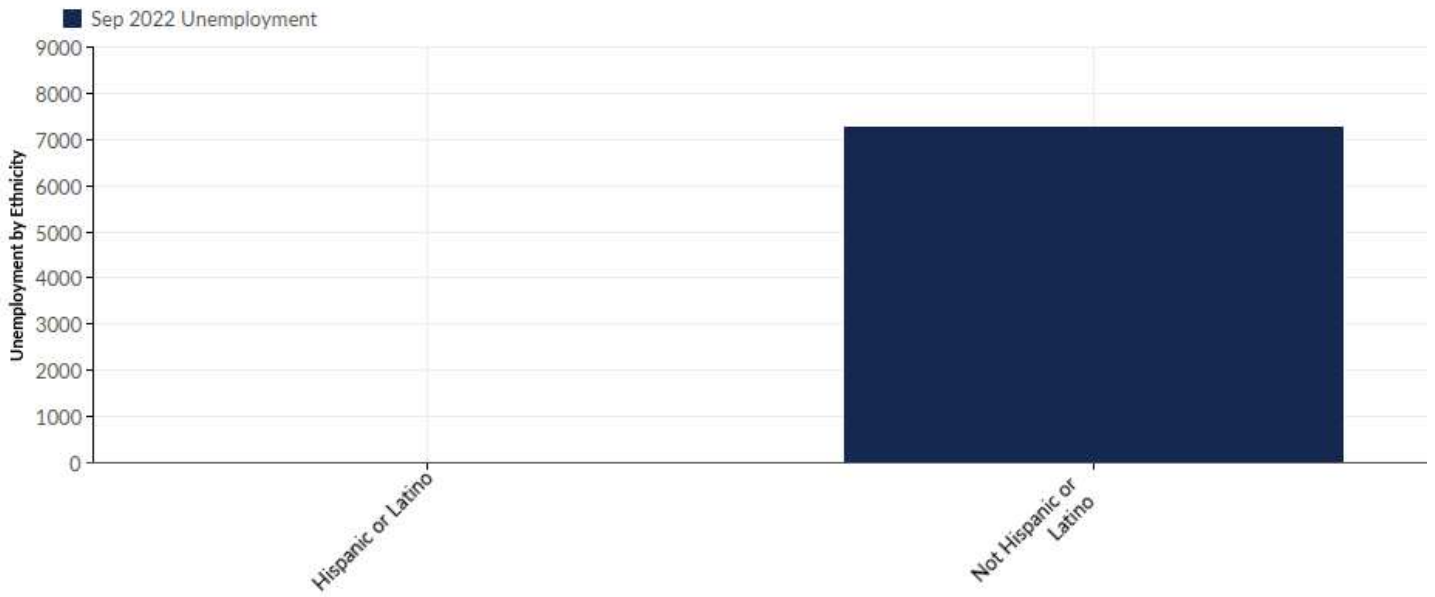
Gender	Unemployment (Sep 2022)	% of Unemployed
Females	3,774	51.95%
Males	3,491	48.05%
Total	7,265	100.00%

Unemployment by Race



Race	Unemployment (Sep 2022)	% of Unemployed
American Indian or Alaskan Native	27	0.37%
Asian	19	0.26%
Black or African American	464	6.39%
Native Hawaiian or Other Pacific Islander	0	0.00%
White	6,755	92.98%
Total	7,265	100.00%

Unemployment by Ethnicity

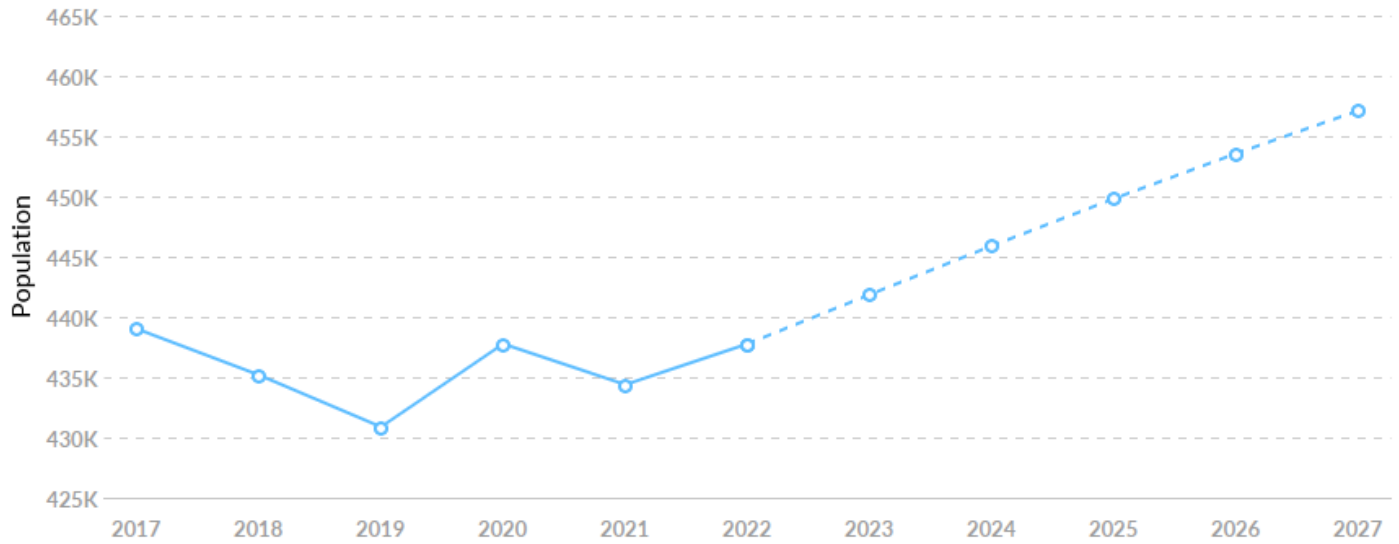


Ethnicity	Unemployment (Sep 2022)	% of Unemployed
Hispanic or Latino	8	0.11%
Not Hispanic or Latino	7,257	99.89%
Total	7,265	100.00%

Historic & Projected Trends

Population Trends

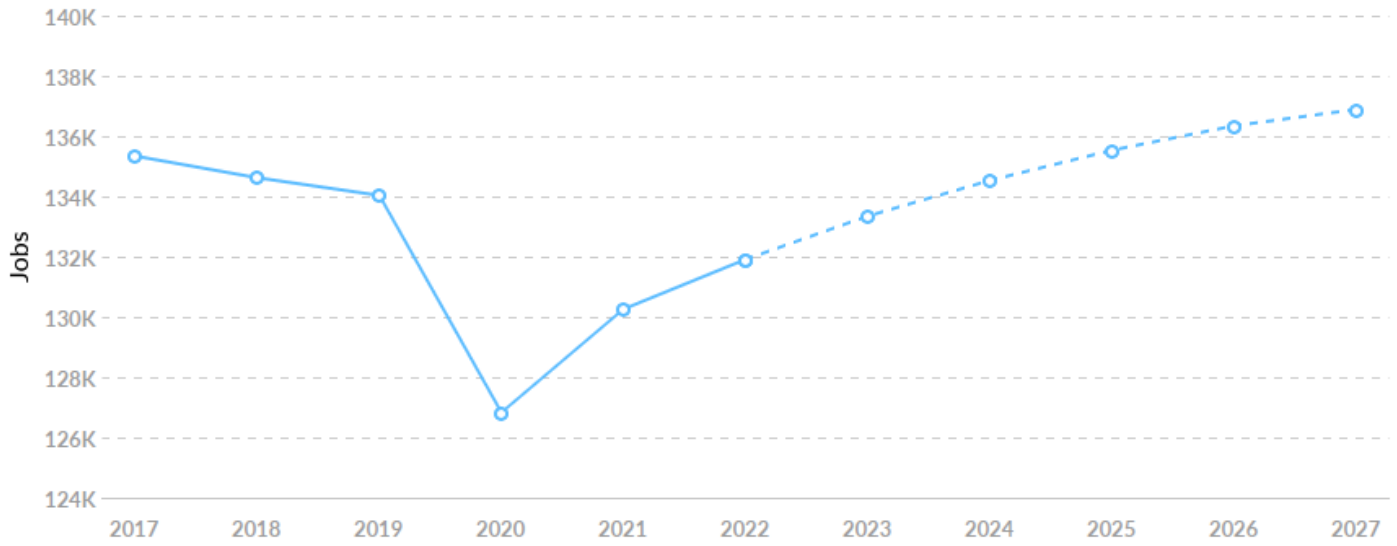
As of 2022 the region's population **declined by 0.3%** since 2017, falling by 1,244. Population is expected to **increase by 4.4%** between 2022 and 2027, adding 19,351.



Timeframe	Population
2017	439,014
2018	435,187
2019	430,877
2020	437,768
2021	434,382
2022	437,770
2023	441,855
2024	445,898
2025	449,819
2026	453,564
2027	457,121

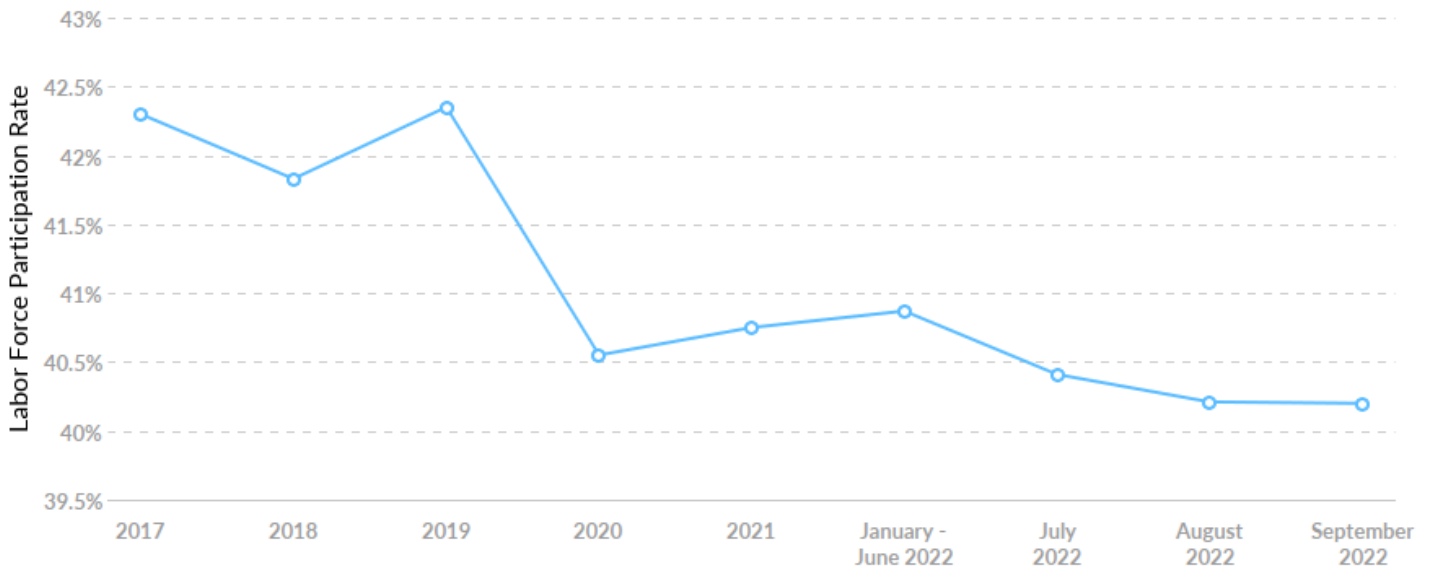
Job Trends

From 2017 to 2022, jobs **declined by 2.5%** in Kentucky Power-Served Counties from 135,343 to **131,910**. This change **fell short of the national growth rate of 2.4% by 4.9%**.



Timeframe	Jobs
2017	135,343
2018	134,622
2019	134,036
2020	126,822
2021	130,257
2022	131,910
2023	133,347
2024	134,530
2025	135,534
2026	136,345
2027	136,888

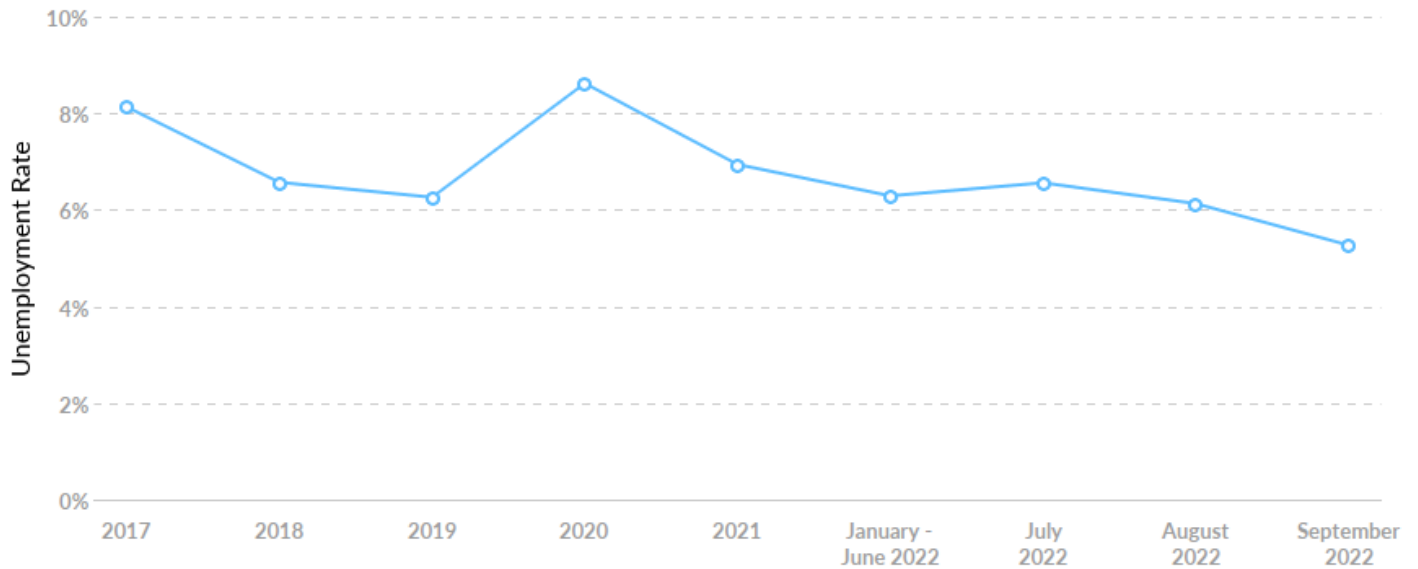
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2017	42.30%
2018	41.83%
2019	42.35%
2020	40.55%
2021	40.75%
January - June 2022	40.87%
July 2022	40.41%
August 2022	40.21%
September 2022	40.20%

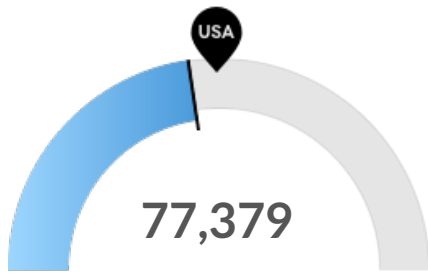
Unemployment Rate Trends

Your areas had a September 2022 unemployment rate of 5.27%, **decreasing from 8.13%** 5 years before.



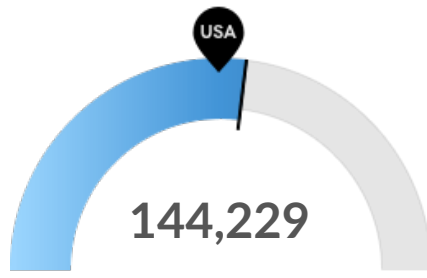
Timeframe	Unemployment Rate
2017	8.13%
2018	6.57%
2019	6.26%
2020	8.62%
2021	6.94%
January - June 2022	6.29%
July 2022	6.56%
August 2022	6.13%
September 2022	5.27%

Population Characteristics



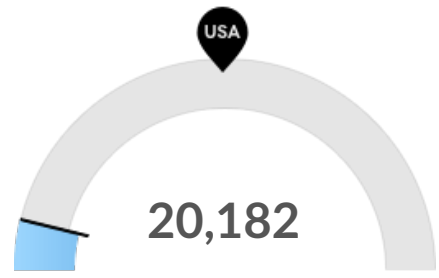
Millennials

Your area has 77,379 millennials (ages 25-39). The national average for an area this size is 88,729.



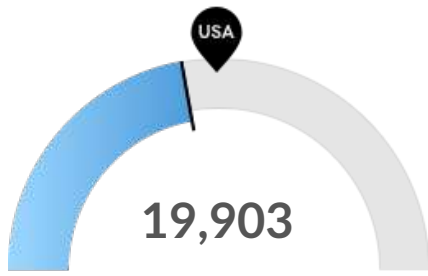
Retiring Soon

Retirement risk is high in your area. The national average for an area this size is 129,114 people 55 or older, while there are 144,229 here.



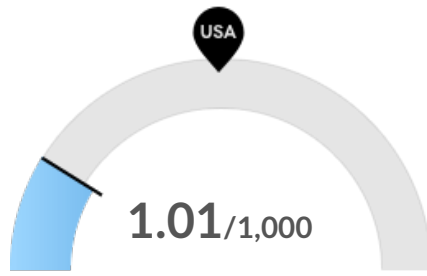
Racial Diversity

Racial diversity is low in your area. The national average for an area this size is 176,767 racially diverse people, while there are 20,182 here.



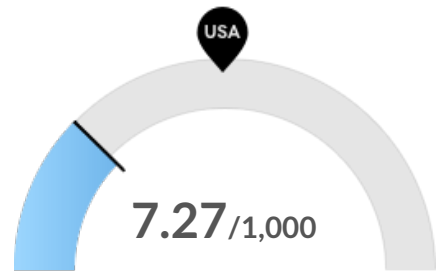
Veterans

Your area has 19,903 veterans. The national average for an area this size is 23,553.



Violent Crime

Your area has 1.01 violent crimes per 1,000 people. The national rate is 3.59 per 1,000 people.

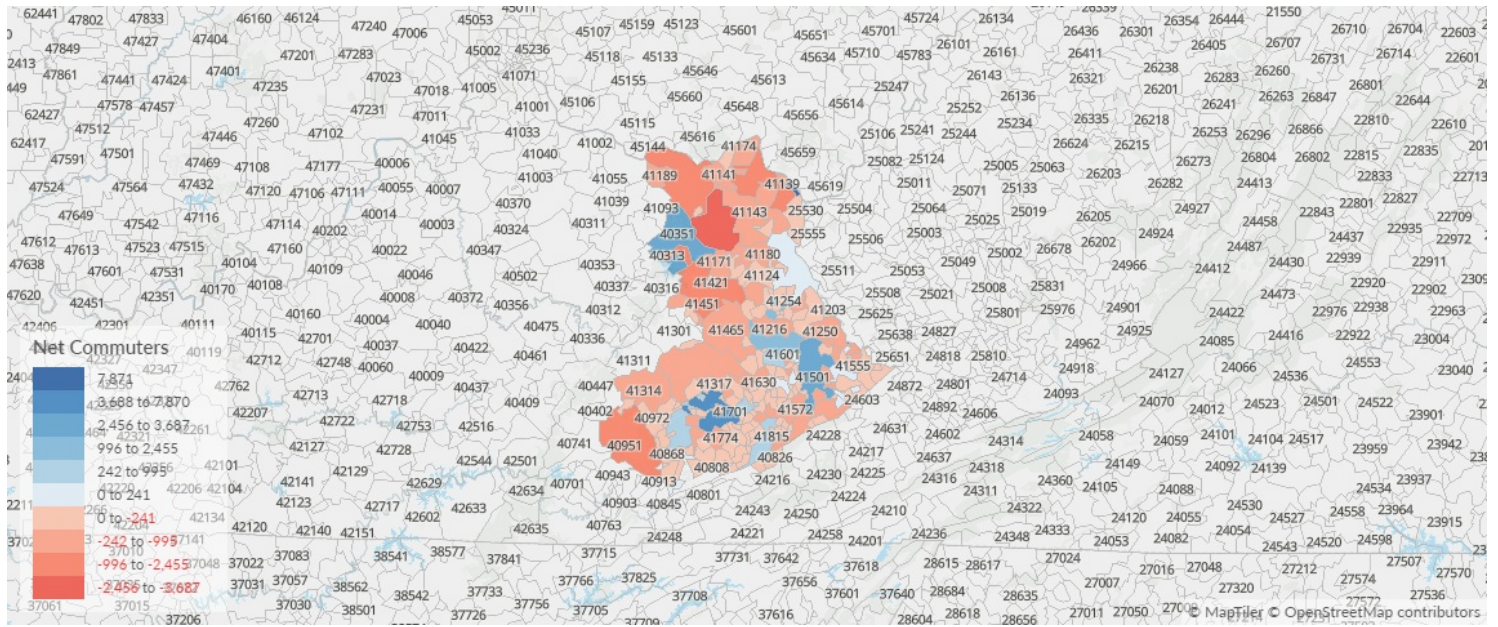


Property Crime

Your area has 7.27 property crimes per 1,000 people. The national rate is 17.8 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 41501.



Where Talent Works

Where Talent Lives

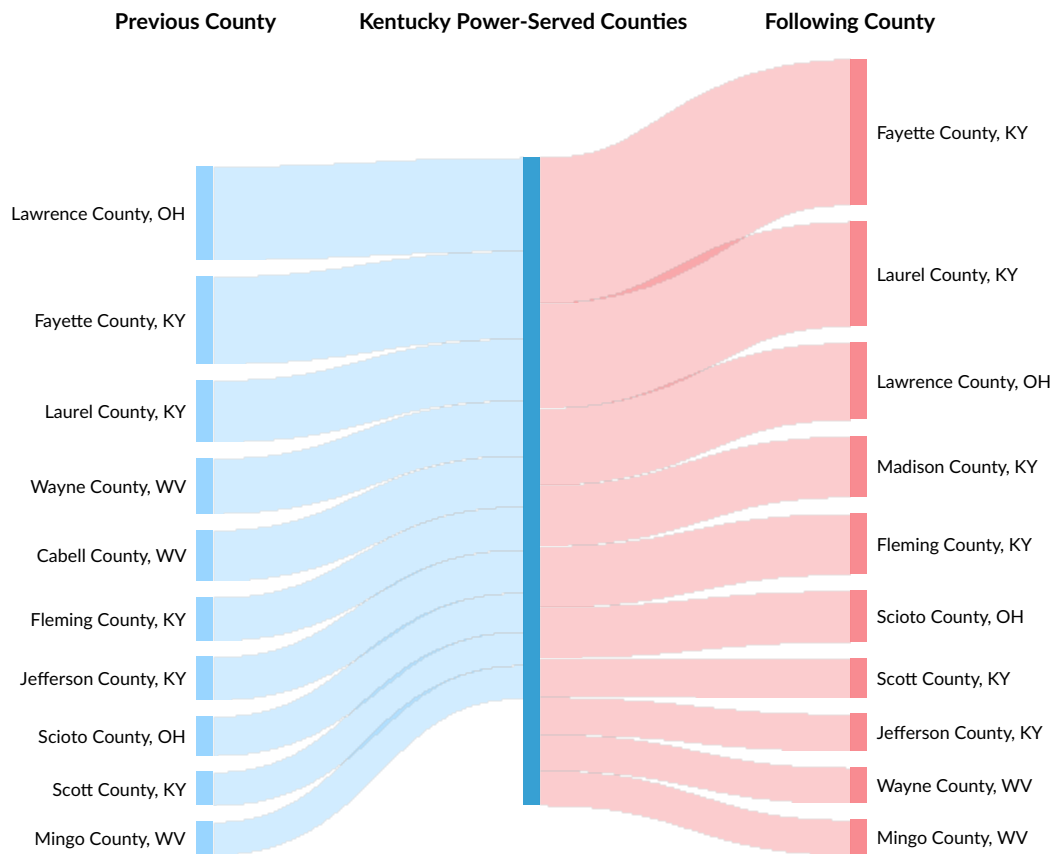
ZIP	Name	2022 Employment
41101	Ashland, KY (in Boyd co...)	15,004
41501	Pikeville, KY (in Pike cou...)	11,894
40351	Morehead, KY (in Rowa...)	11,641
41701	Hazard, KY (in Perry cou...)	9,737
41102	Ashland, KY (in Boyd co...)	6,433

ZIP	Name	2022 Workers
41501	Pikeville, KY (in Pike cou...)	9,439
40351	Morehead, KY (in Rowa...)	8,532
41102	Ashland, KY (in Boyd co...)	7,536
41101	Ashland, KY (in Boyd co...)	7,133
40962	Manchester, KY (in Clay...)	5,617

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 2020, **361** people have migrated from Lawrence County, OH to Kentucky Power-Served Counties. In the same year, **563** people left Kentucky Power-Served Counties migrating to Fayette County, KY. The total Net Migration for Kentucky Power-Served Counties in 2020 was **-1,317**.



Top Previous Counties	Migrations
Lawrence County, OH	361
Fayette County, KY	338
Laurel County, KY	238
Wayne County, WV	213
Cabell County, WV	197

Top Previous Counties	Migrations
Fleming County, KY	167
Jefferson County, KY	166
Scioto County, OH	151
Scott County, KY	129
Mingo County, WV	127
Montgomery County, KY	127
Madison County, KY	120
Bath County, KY	108
Mason County, KY	103
Menifee County, KY	71
Top Following Counties	Migrations
Fayette County, KY	563
Laurel County, KY	404
Lawrence County, OH	297
Madison County, KY	235
Fleming County, KY	235
Scioto County, OH	197
Scott County, KY	152
Jefferson County, KY	143
Wayne County, WV	138
Mingo County, WV	135
Montgomery County, KY	129
Marion County, IN	128
Cabell County, WV	123
Bath County, KY	112

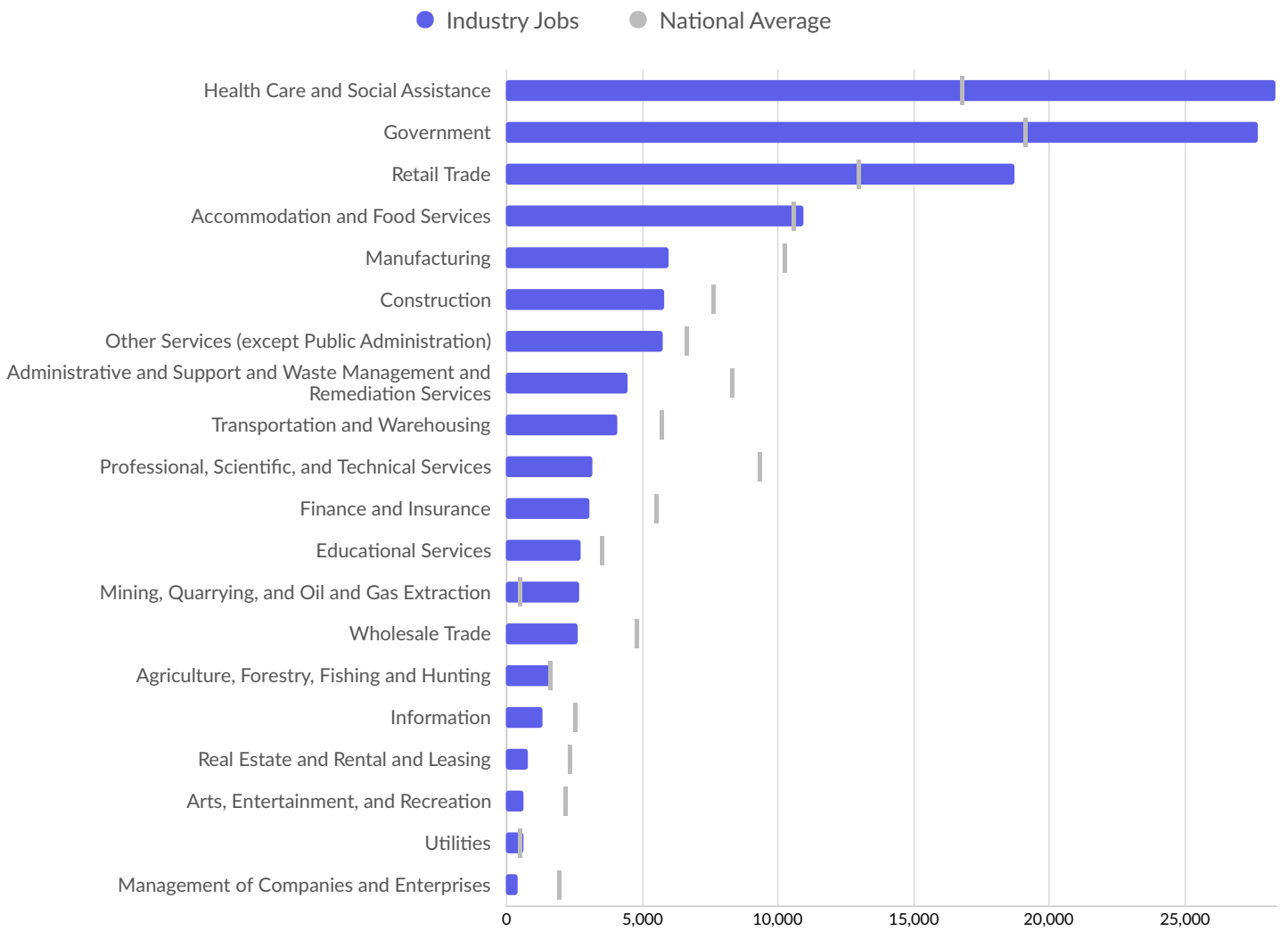
Top Following Counties**Migrations**

Horry County, SC

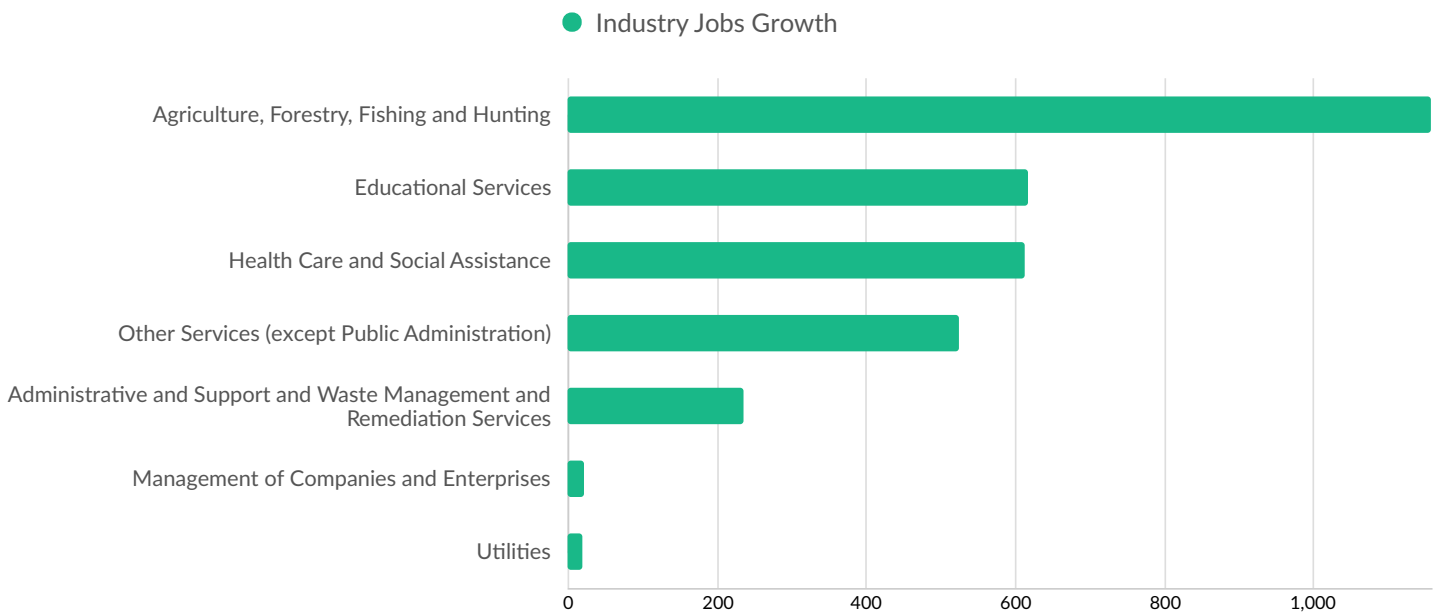
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Industry Characteristics

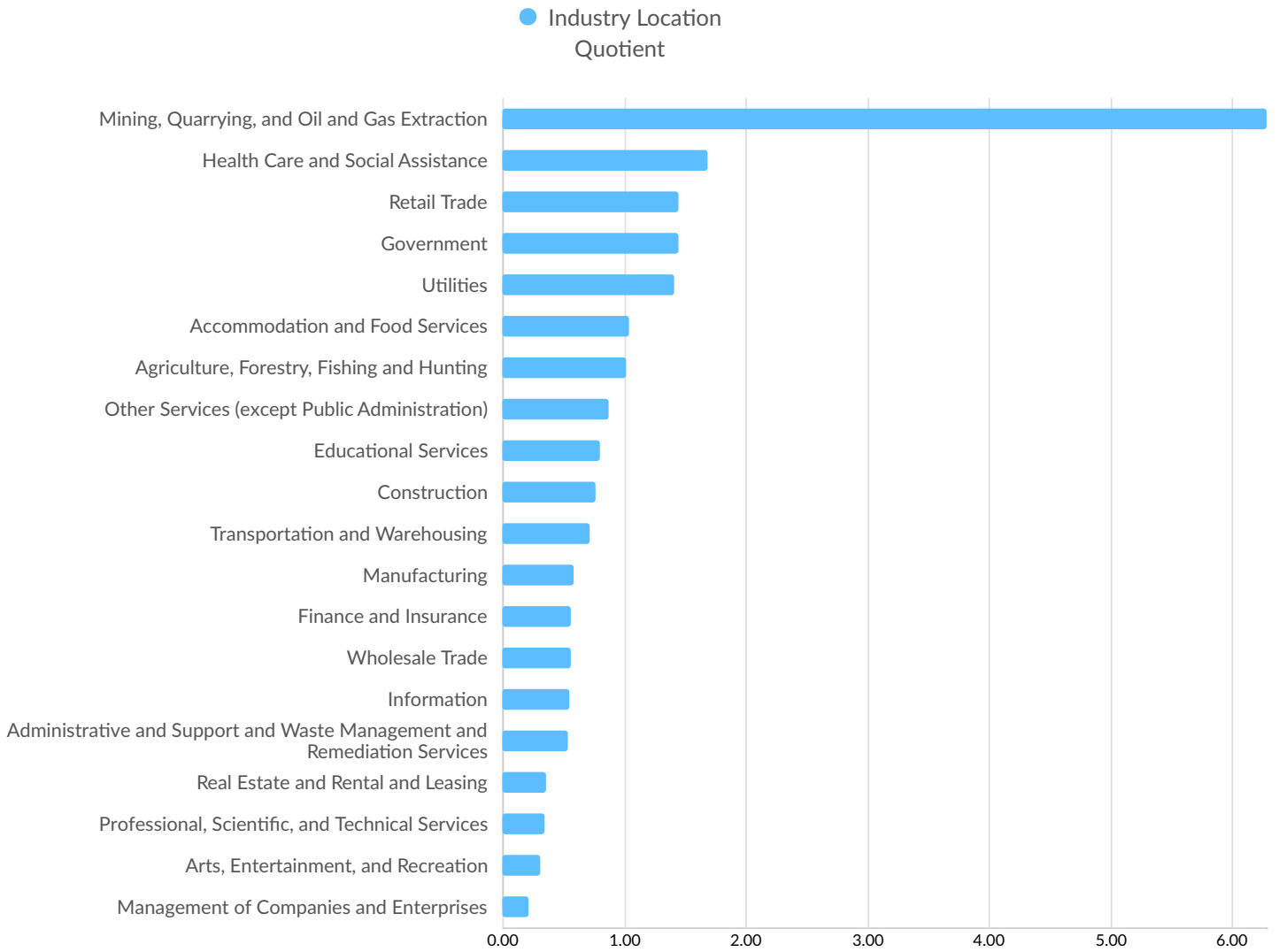
Largest Industries



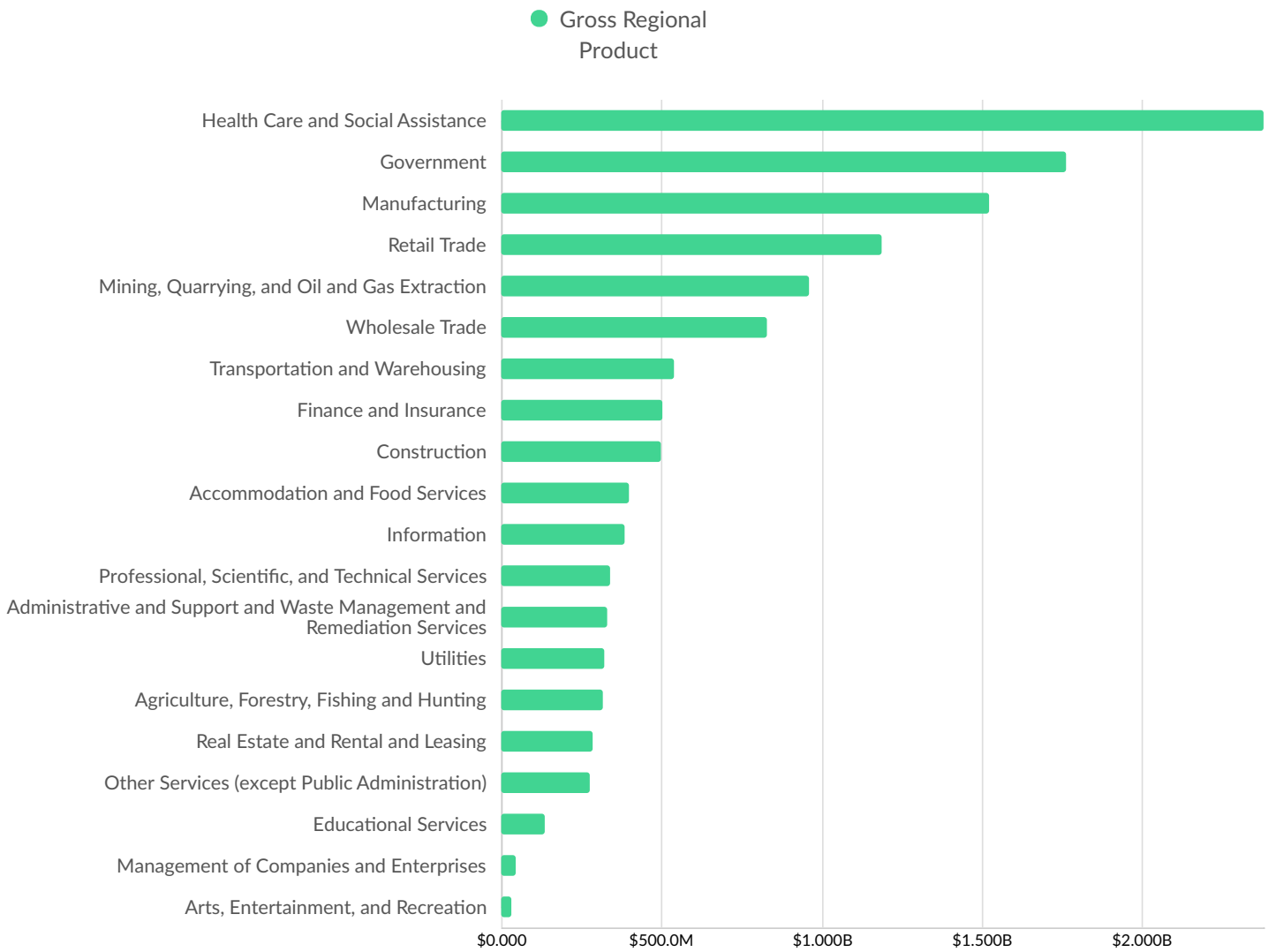
Top Growing Industries



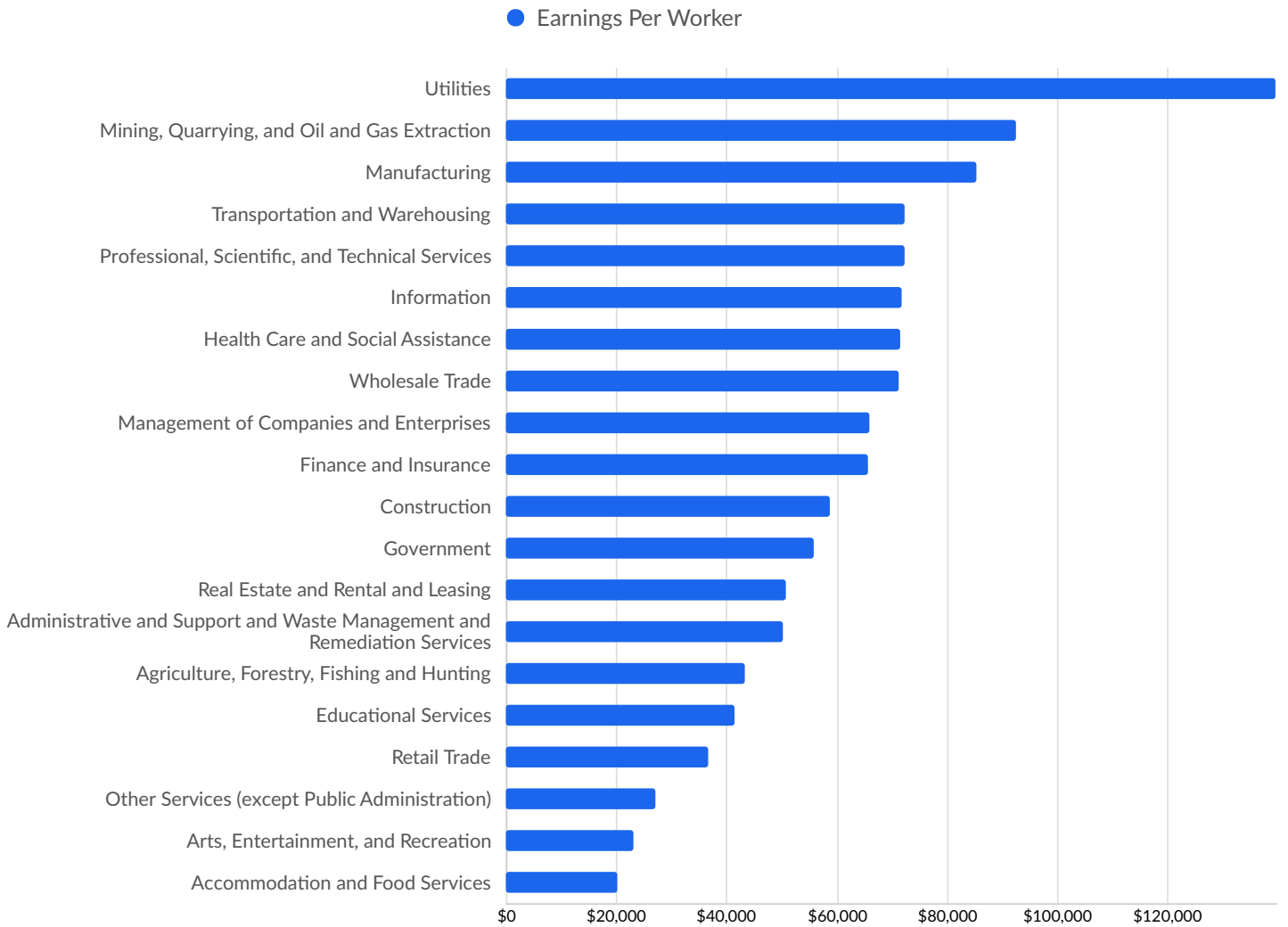
Top Industry Location Quotient



Top Industry GRP























Top Industry Earnings



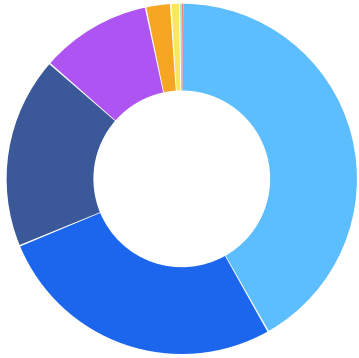
Business Characteristics

14,096 Companies Employ Your Workers

Online profiles for your workers mention 14,096 companies as employers, with the top 10 appearing below. In the last 12 months, 1,018 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Morehead State University	930 	Appalachian Regional Healthcare	1,047 
Pikeville Medical Center	656 	Dollar General	651 
King's Daughters Medical Center	592 	King's Daughters Medical Center	527 
Walmart	508 	Walmart	513 
Appalachian Regional Healthcare	461 	Food City	460 
Marathon Petroleum	426 	Pikeville Medical Center	276 
Commonwealth of Kentucky	349 	AdventHealth	263 
St. Claire Regional Medical Cent...	312 	Samsung	200 
McDonald's	278 	Morehead State University	192 
University Of Pikeville	261 	University of Kentucky	175 

Business Size

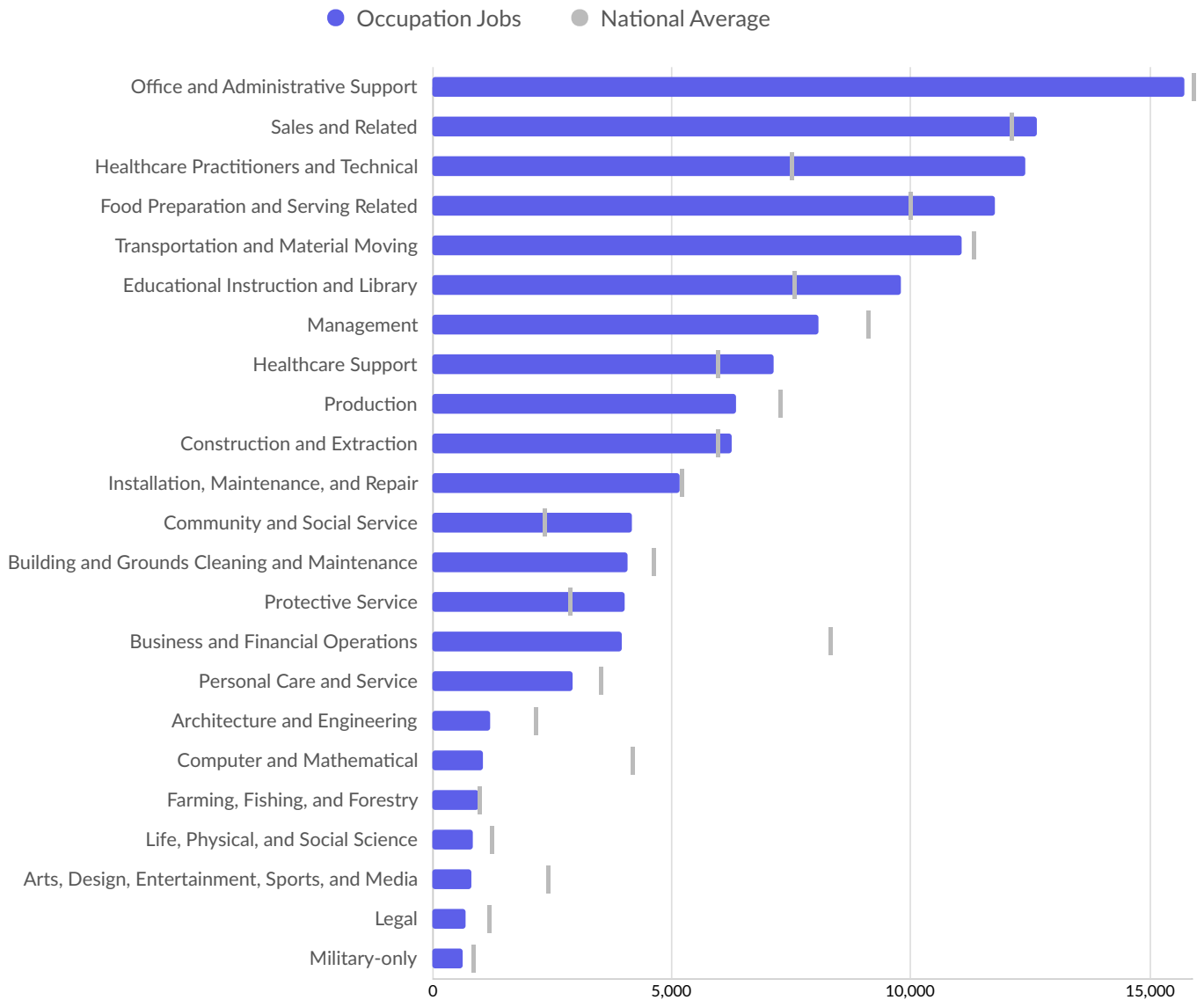


	Percentage	Business Count
● 1 to 4 employees	41.7%	6,560
● 5 to 9 employees	27.0%	4,239
● 10 to 19 employees	17.7%	2,776
● 20 to 49 employees	10.3%	1,613
● 50 to 99 employees	2.3%	362
● 100 to 249 employees	0.8%	130
● 250 to 499 employees	0.2%	32
● 500+ employees	0.1%	8

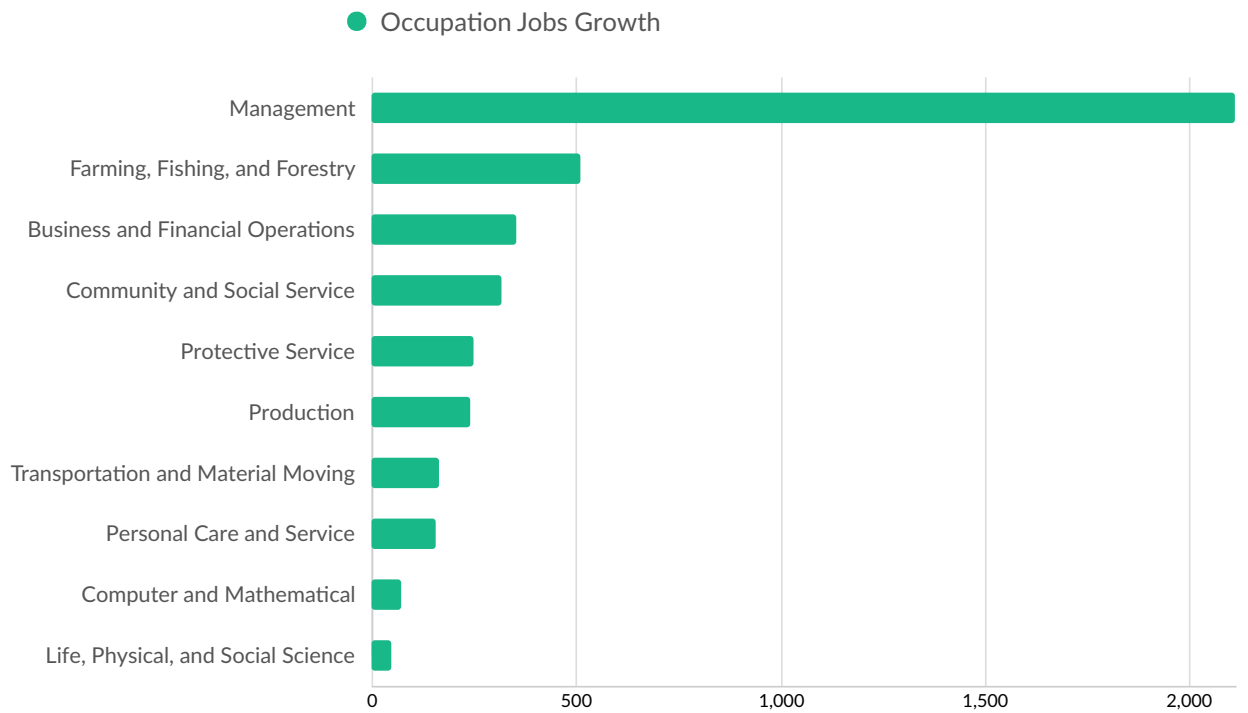
*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the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

Workforce Characteristics

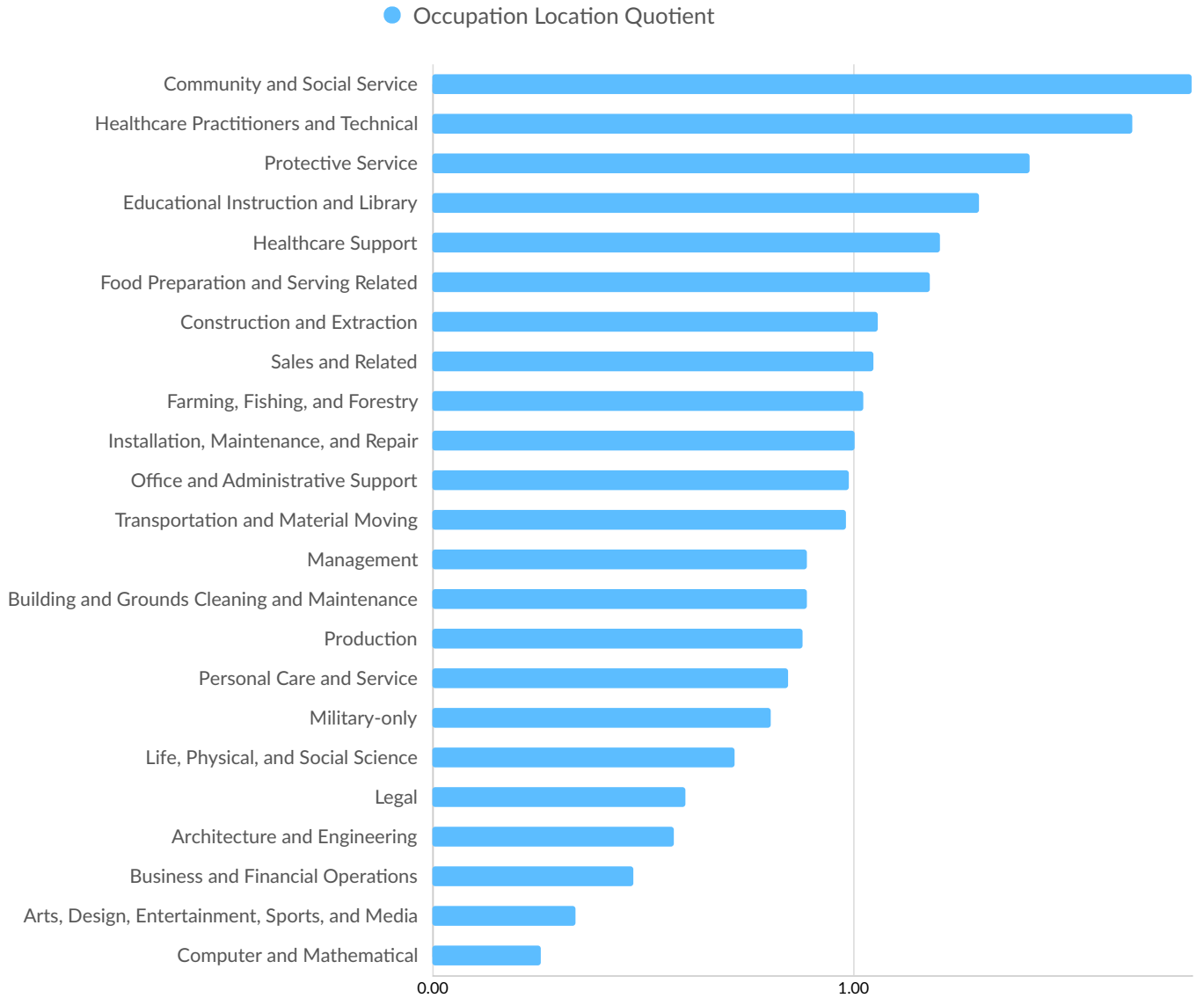
Largest Occupations



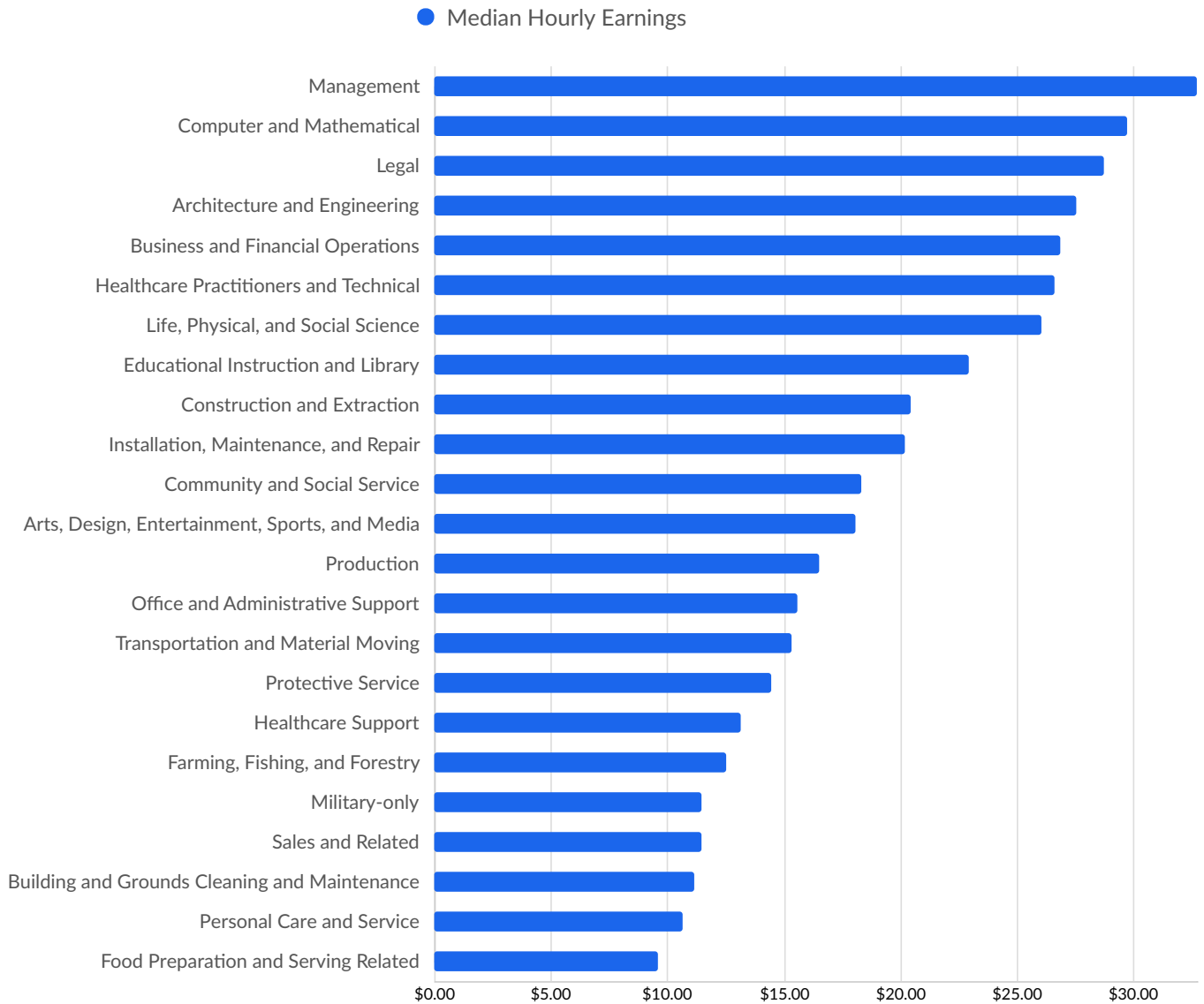
Top Growing Occupations



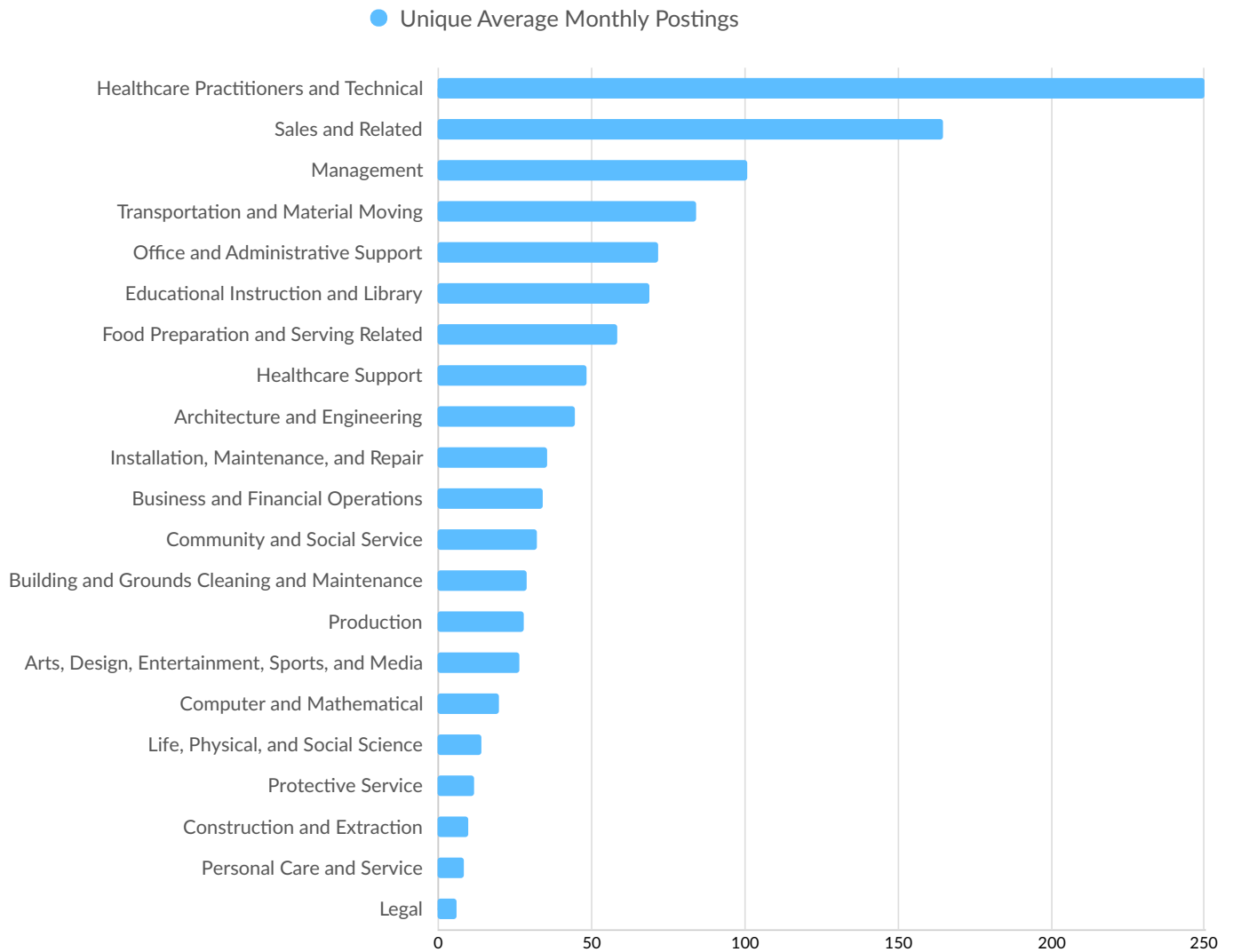
Top Occupation Location Quotient



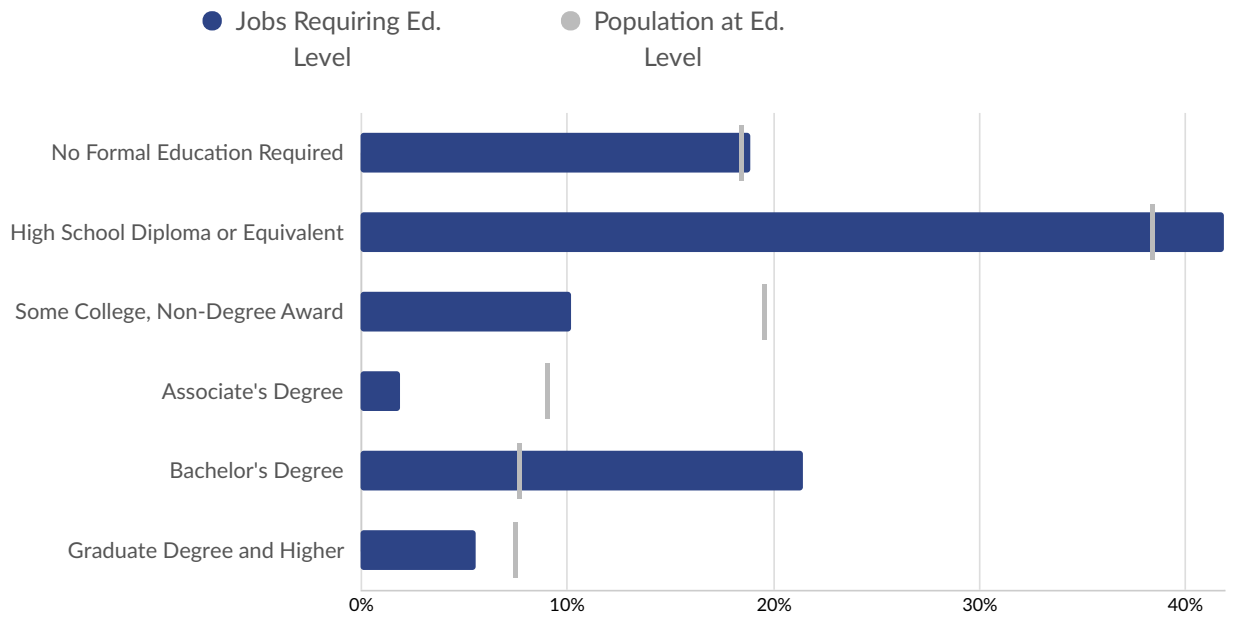
Top Occupation Earnings



Top Posted Occupations

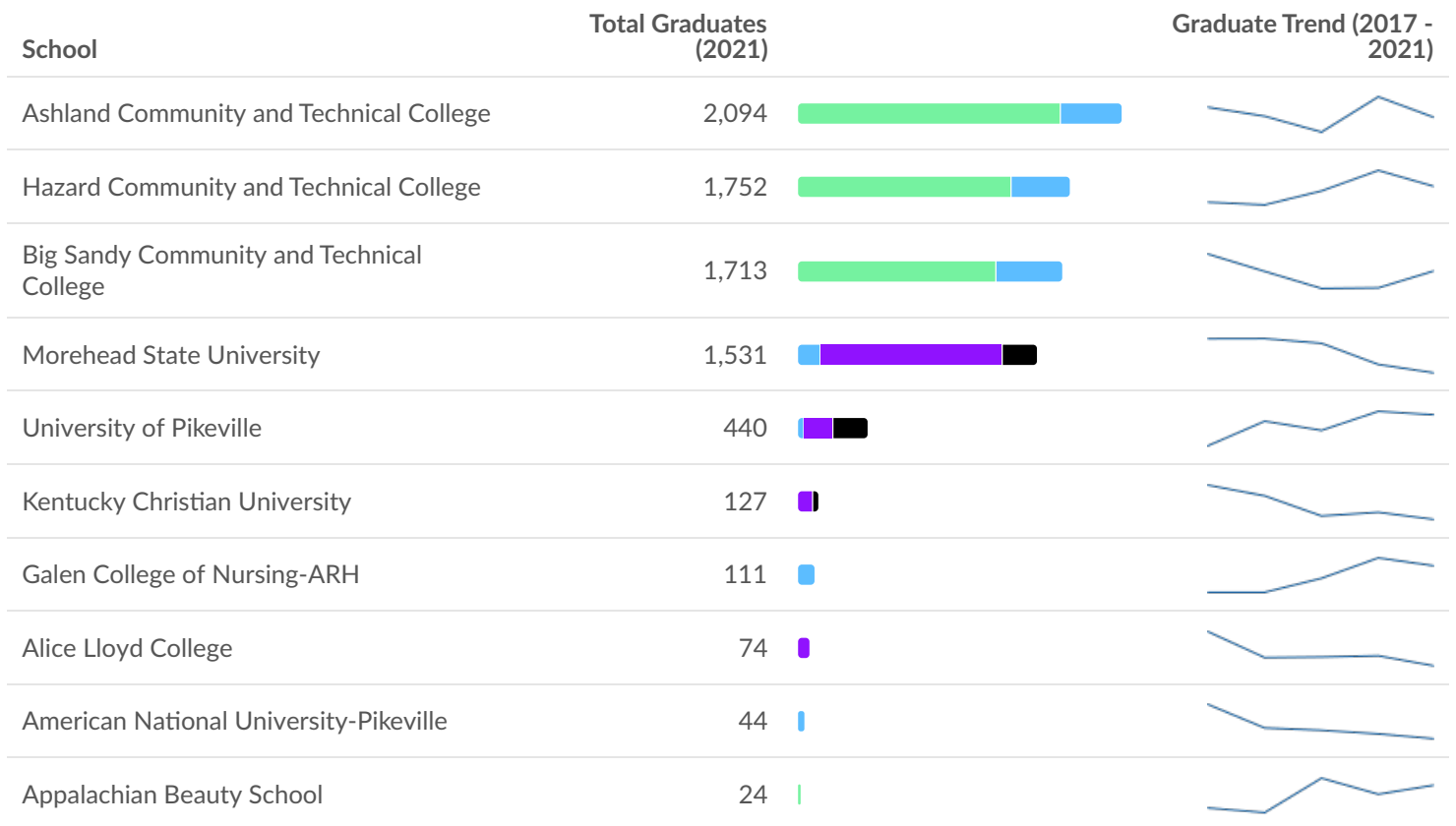


Underemployment

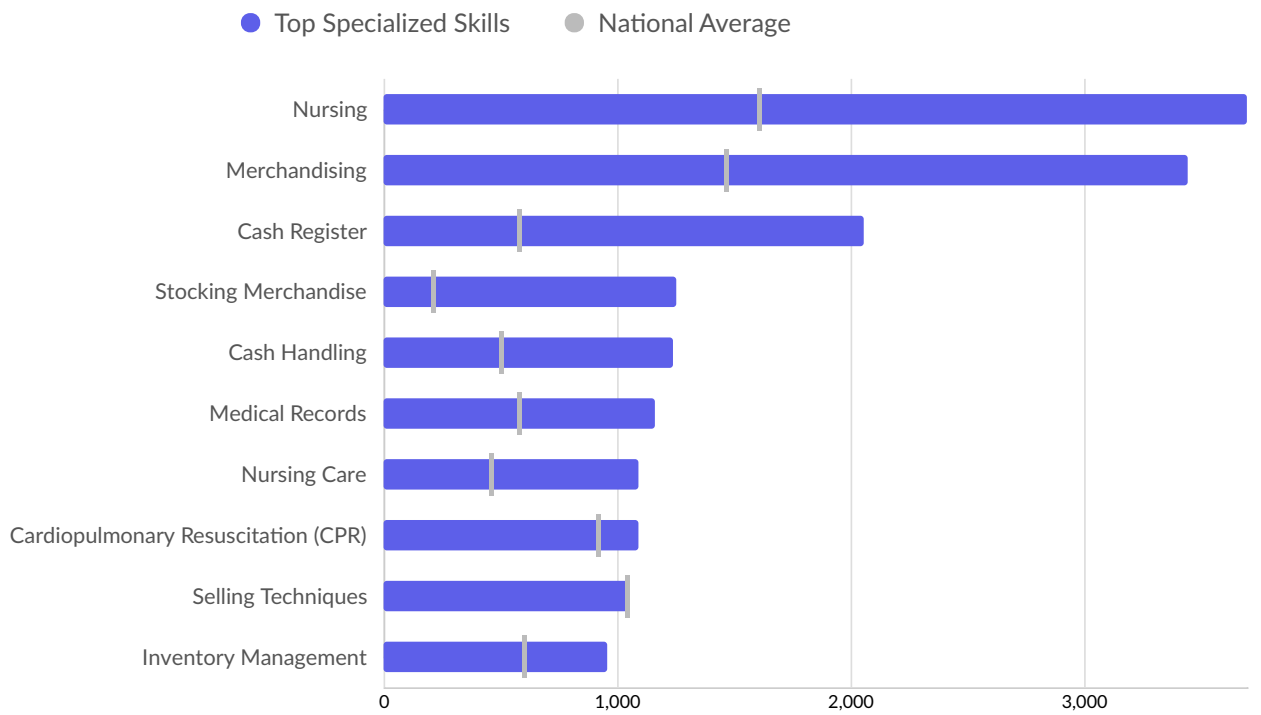


Educational Pipeline

In 2021, there were 7,939 graduates in Kentucky Power-Served Counties. This pipeline has shrunk by 7% over the last 5 years. The highest share of these graduates come from Electrician, Liberal Arts and Sciences/Liberal Studies, and Licensed Practical/Vocational Nurse Training.



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