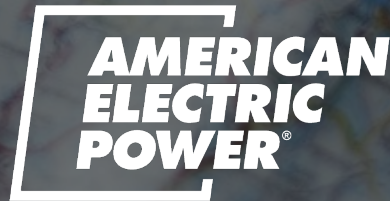




# Appalachian Power Company-Served Tennessee Counties



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# Contents

Report Parameters .....	1
Economy Overview .....	2
Unemployment by Demographics .....	4
Historic & Projected Trends .....	8
Population Characteristics .....	12
Inbound and Outbound Migration .....	14
Industry Characteristics .....	17
Business Characteristics .....	22
Workforce Characteristics .....	24
Educational Pipeline .....	30
In-Demand Skills .....	31

## Report Parameters

### 4 Counties

47073	Hawkins County, TN	47163	Sullivan County, TN
47091	Johnson County, TN	47179	Washington County, TN

### Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

The information in this report pertains to the chosen geographical areas.

## Economy Overview

**377,534**

**Population (2023)**

Population **grew by 16,191** over the last 5 years and is projected to **grow by 16,918** over the next 5 years.

**169,093**

**Total Regional Employment**

Jobs **grew by 3,916** over the last 5 years and are projected to **grow by 9,756** over the next 5 years.

**\$65.8K**

**Avg. Earnings Per Job (2023)**

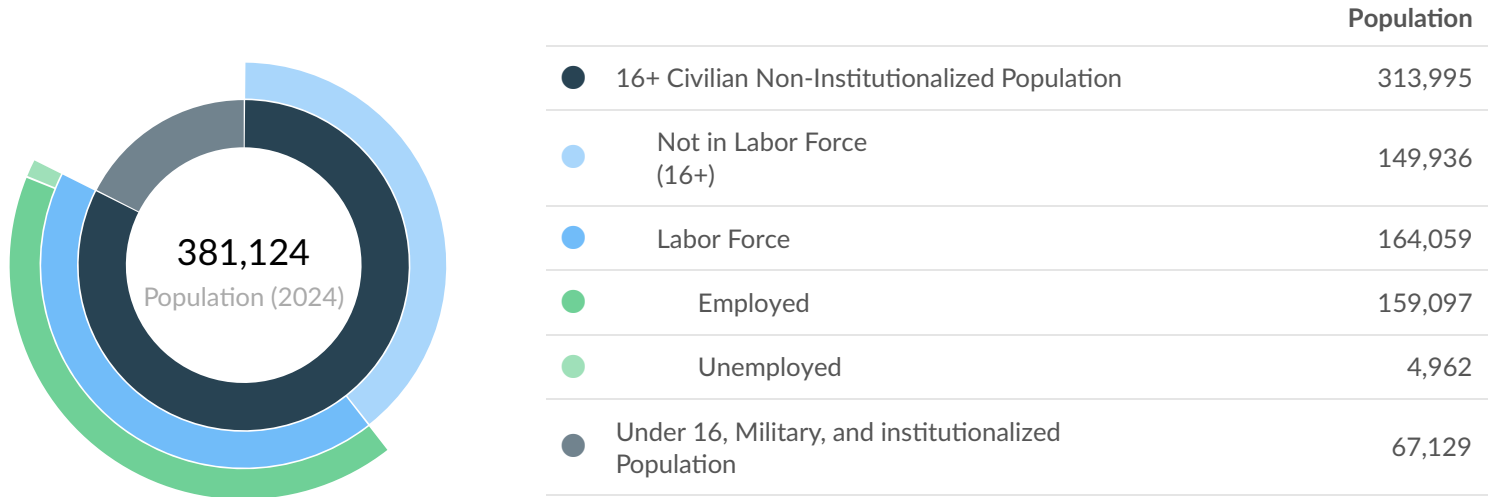
Regional average earnings per job are **\$17.6K below** the national average earnings of \$83.3K per job.

## Takeaways

- As of 2023 the region's population **increased by 4.5%** since 2018, growing by 16,191. Population is expected to **increase by 4.5%** between 2023 and 2028, adding 16,918.
- From 2018 to 2023, jobs **increased by 2.4%** in Appalachian Power Company-Served Tennessee Counties from 165,177 to **169,093**. This change **fell short of the national growth rate of 4.3% by 1.9%**. As the number of jobs increased, the **labor force participation rate decreased from 54.5% to 51.7% between 2018 and 2023**.
- Concerning educational attainment, **17.1% of the selected regions' residents possess a Bachelor's Degree** (4.1% below the national average), and **8.8% hold an Associate's Degree** (the same as the national average).
- The top three industries in 2023 are Restaurants and Other Eating Places, Education and Hospitals (Local Government), and Resin, Synthetic Rubber, and Artificial and Synthetic Fibers and Filaments Manufacturing.

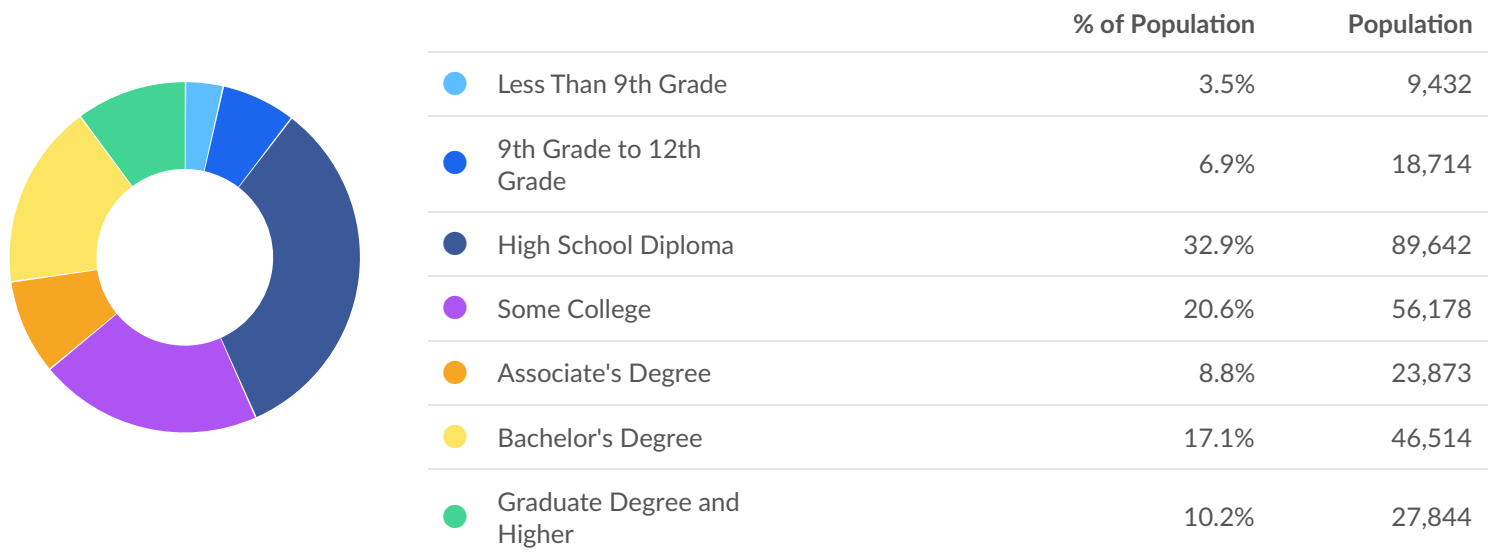
	Population (2024)	Labor Force (Mar 2024)	Jobs (2023)	Cost of Living	GRP	Imports	Exports
Region	381,124	164,059	169,093	92.1	\$21.79B	\$25.70B	\$29.03B
State	7,214,084	3,429,006	3,654,221	92.3	\$516.27B	\$434.03B	\$542.80B

## Mar 2024 Labor Force Breakdown



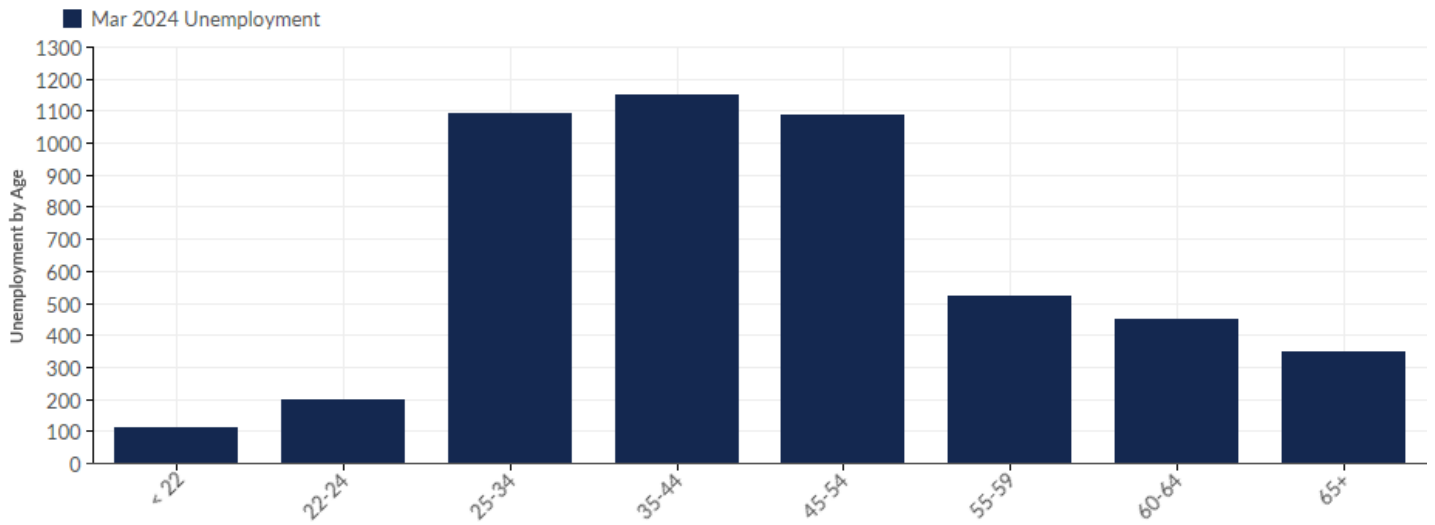
## Educational Attainment

Concerning educational attainment, **17.1% of the selected regions' residents possess a Bachelor's Degree** (4.1% below the national average), and **8.8% hold an Associate's Degree** (the same as the national average).



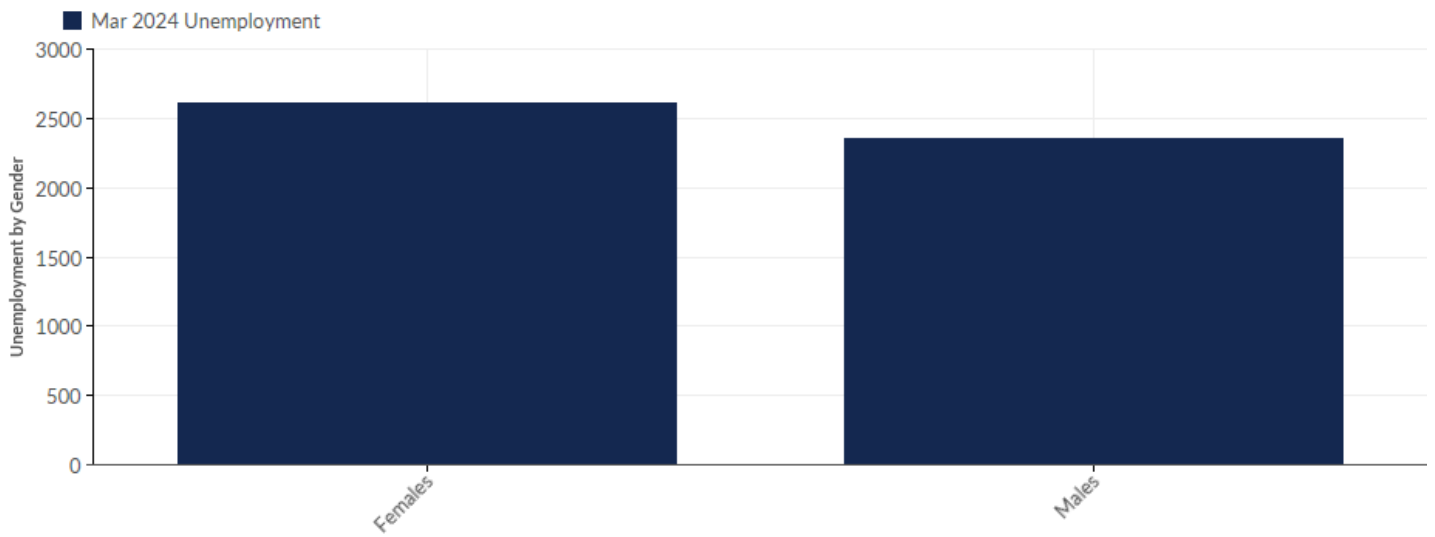
# Unemployment by Demographics

## Unemployment by Age



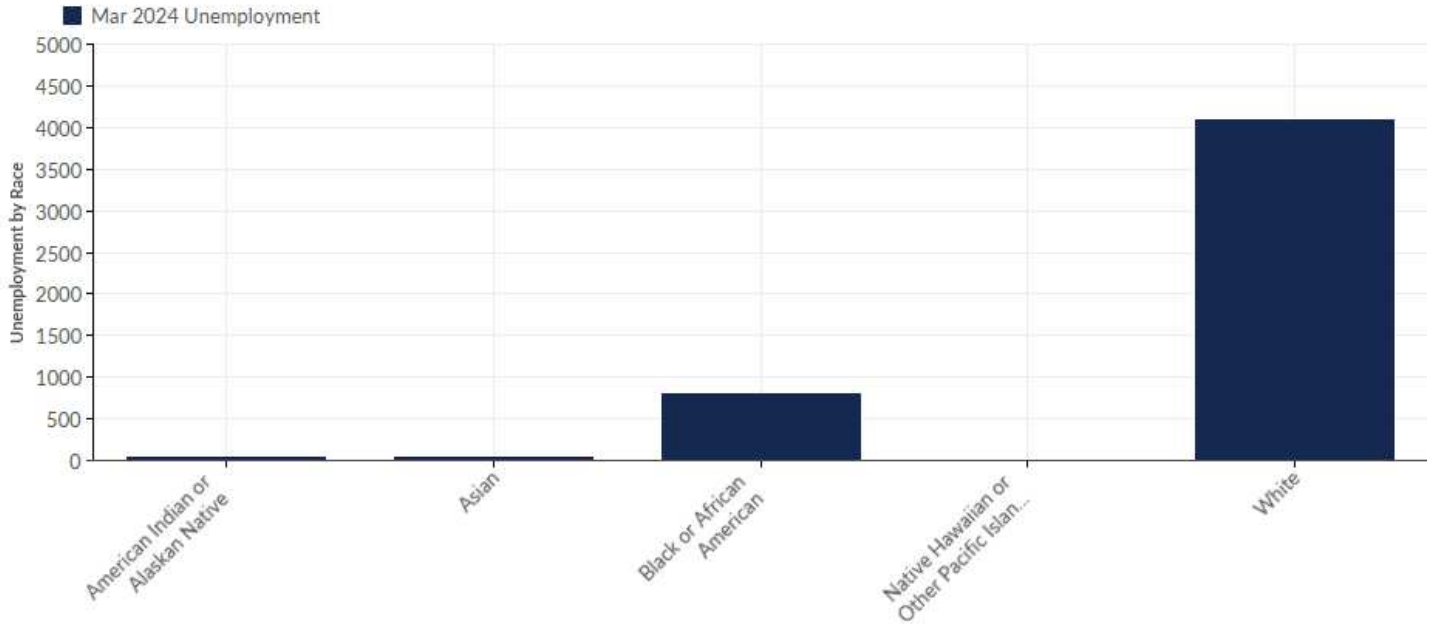
Age	Unemployment (Mar 2024)	% of Unemployed
< 22	110	2.22%
22-24	200	4.03%
25-34	1,091	21.99%
35-44	1,151	23.20%
45-54	1,087	21.91%
55-59	524	10.56%
60-64	450	9.07%
65+	349	7.03%
Total	4,962	100.00%

## Unemployment by Gender



Gender	Unemployment (Mar 2024)	% of Unemployed
Females	2,612	52.64%
Males	2,350	47.36%
Total	4,962	100.00%

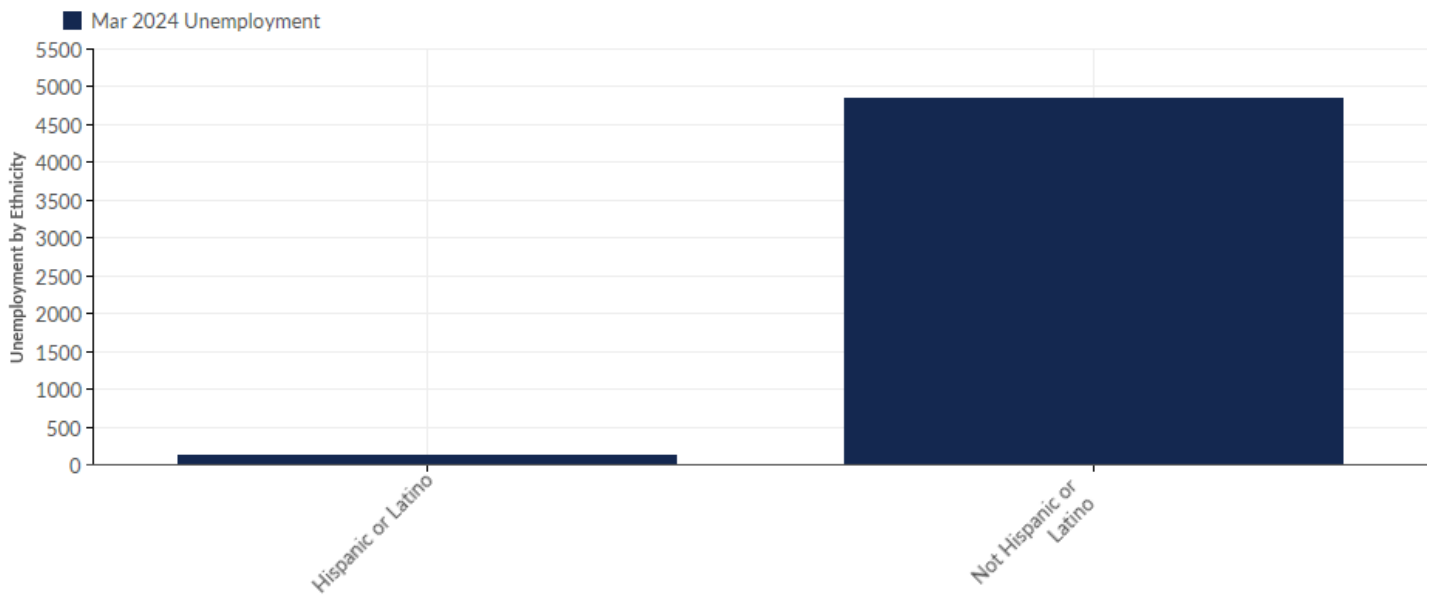
## Unemployment by Race



Race	Unemployment (Mar 2024)	% of Unemployed
American Indian or Alaskan Native	28	0.56%
Asian	34	0.69%
Black or African American	800	16.12%
Native Hawaiian or Other Pacific Islander	8	0.16%
White	4,092	82.47%
Total	4,962	100.00%



## Unemployment by Ethnicity

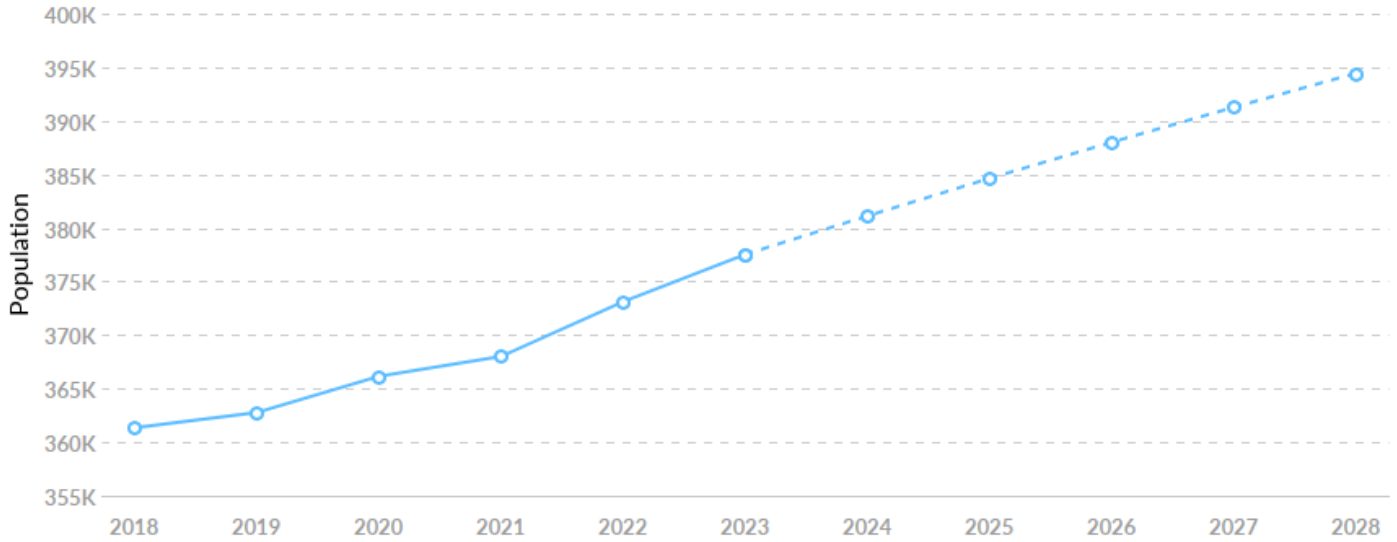


Ethnicity	Unemployment (Mar 2024)	% of Unemployed
Hispanic or Latino	124	2.50%
Not Hispanic or Latino	4,838	97.50%
Total	4,962	100.00%

# Historic & Projected Trends

## Population Trends

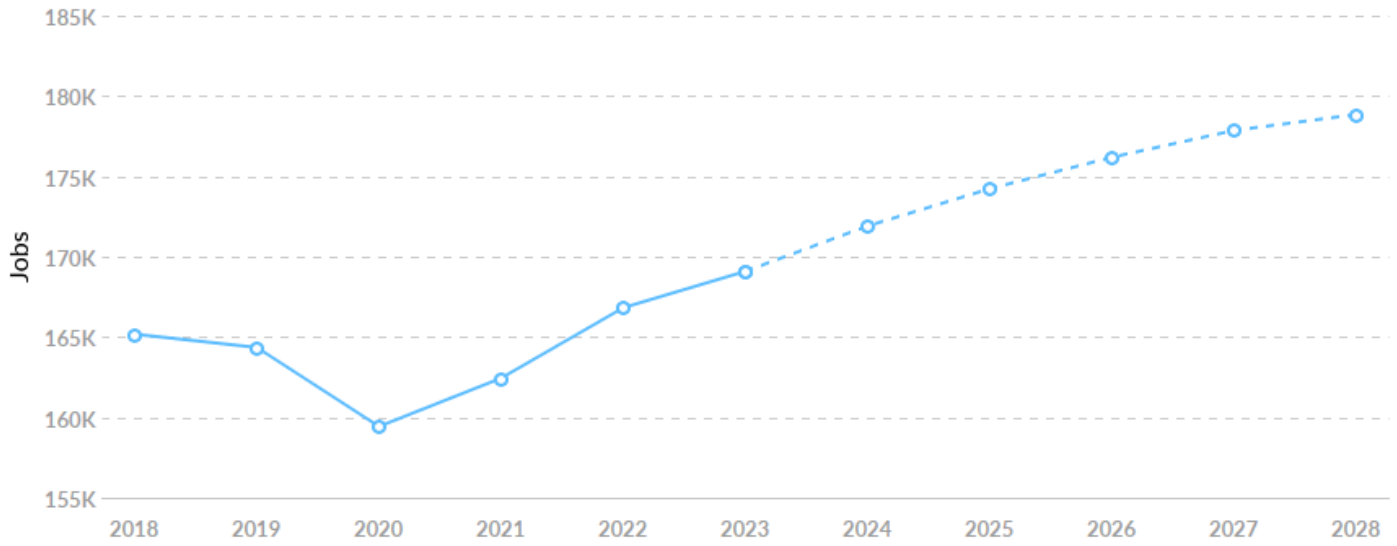
As of 2023 the region's population increased by 4.5% since 2018, growing by 16,191. Population is expected to increase by 4.5% between 2023 and 2028, adding 16,918.



Timeframe	Population
2018	361,343
2019	362,767
2020	366,150
2021	368,005
2022	373,121
2023	377,534
2024	381,124
2025	384,635
2026	388,007
2027	391,270
2028	394,451

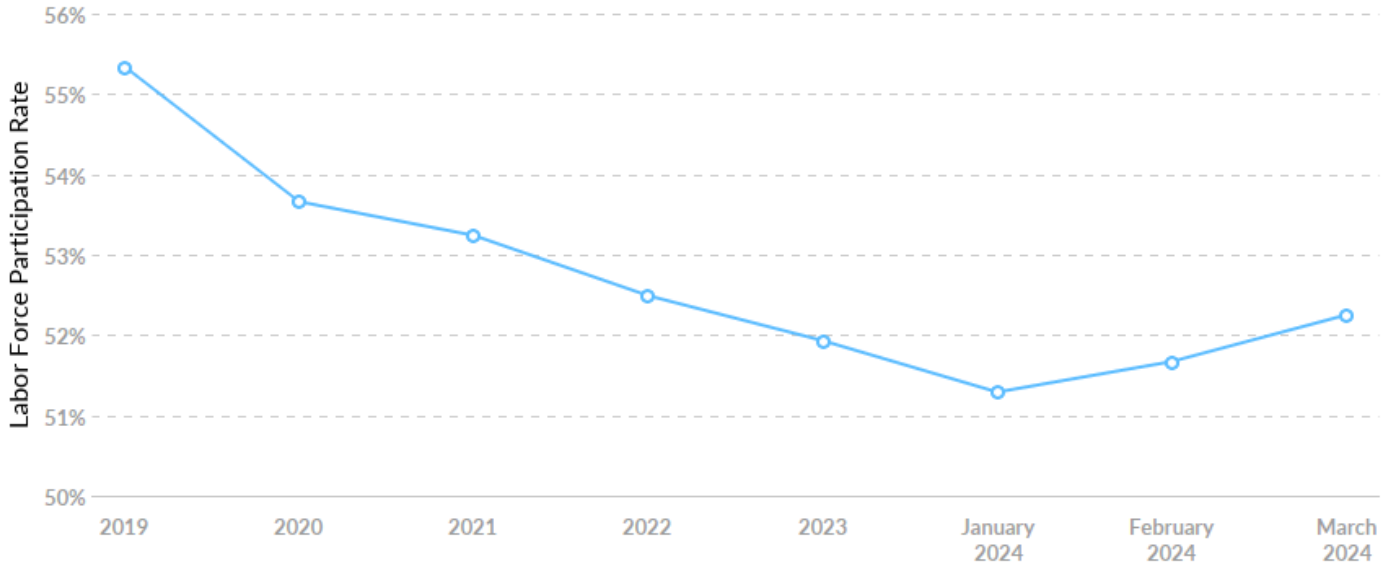
## Job Trends

From 2018 to 2023, jobs **increased by 2.4%** in Appalachian Power Company-Served Tennessee Counties from 165,177 to 169,093. This change **fell short of the national growth rate of 4.3% by 1.9%**.



Timeframe	Jobs
2018	165,177
2019	164,351
2020	159,433
2021	162,444
2022	166,825
2023	169,093
2024	171,912
2025	174,228
2026	176,188
2027	177,859
2028	178,849

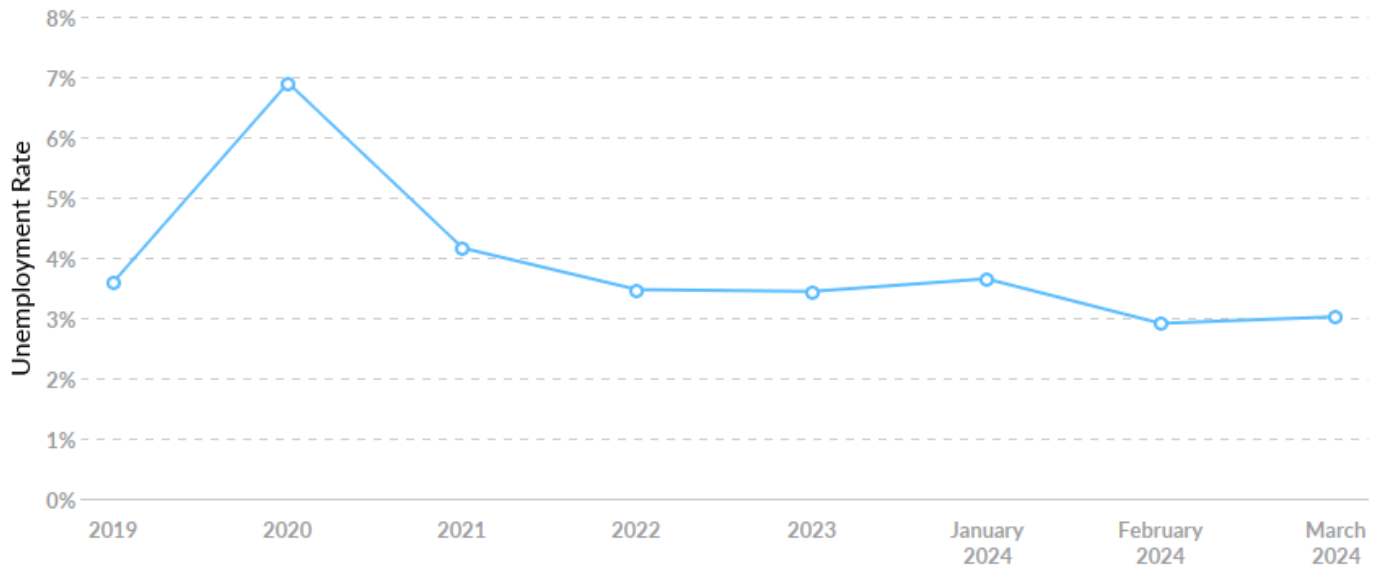
## Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2019	55.34%
2020	53.66%
2021	53.24%
2022	52.49%
2023	51.93%
January 2024	51.29%
February 2024	51.67%
March 2024	52.25%

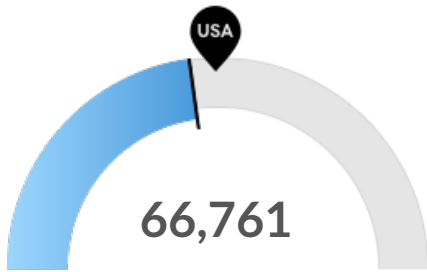
## Unemployment Rate Trends

Your areas had a March 2024 unemployment rate of 3.02%, **decreasing from 3.60%** 5 years before.



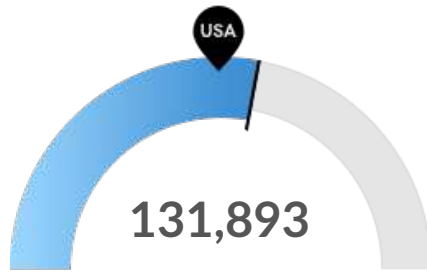
Timeframe	Unemployment Rate
2019	3.60%
2020	6.90%
2021	4.16%
2022	3.47%
2023	3.44%
January 2024	3.65%
February 2024	2.91%
March 2024	3.02%

## Population Characteristics



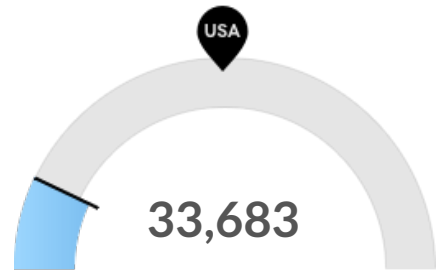
**Millennials**

Your area has 66,761 millennials (ages 25-39). The national average for an area this size is 75,869.



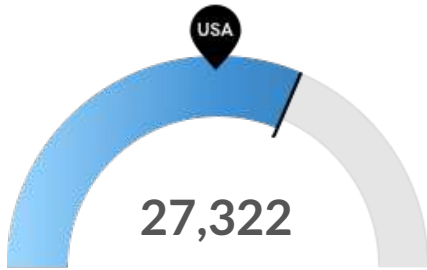
**Retiring Soon**

Retirement risk is high in your area. The national average for an area this size is 111,818 people 55 or older, while there are 131,893 here.



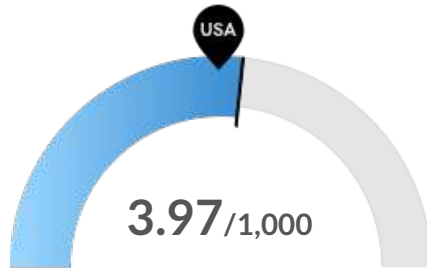
**Racial Diversity**

Racial diversity is low in your area. The national average for an area this size is 153,443 racially diverse people, while there are 33,683 here.



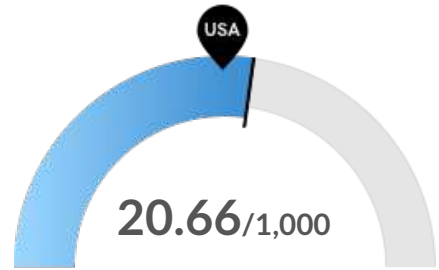
**Veterans**

Your area has 27,322 veterans. The national average for an area this size is 19,075.



**Violent Crime**

Your area has 3.97 violent crimes per 1,000 people. The national rate is 3.6 per 1,000 people.

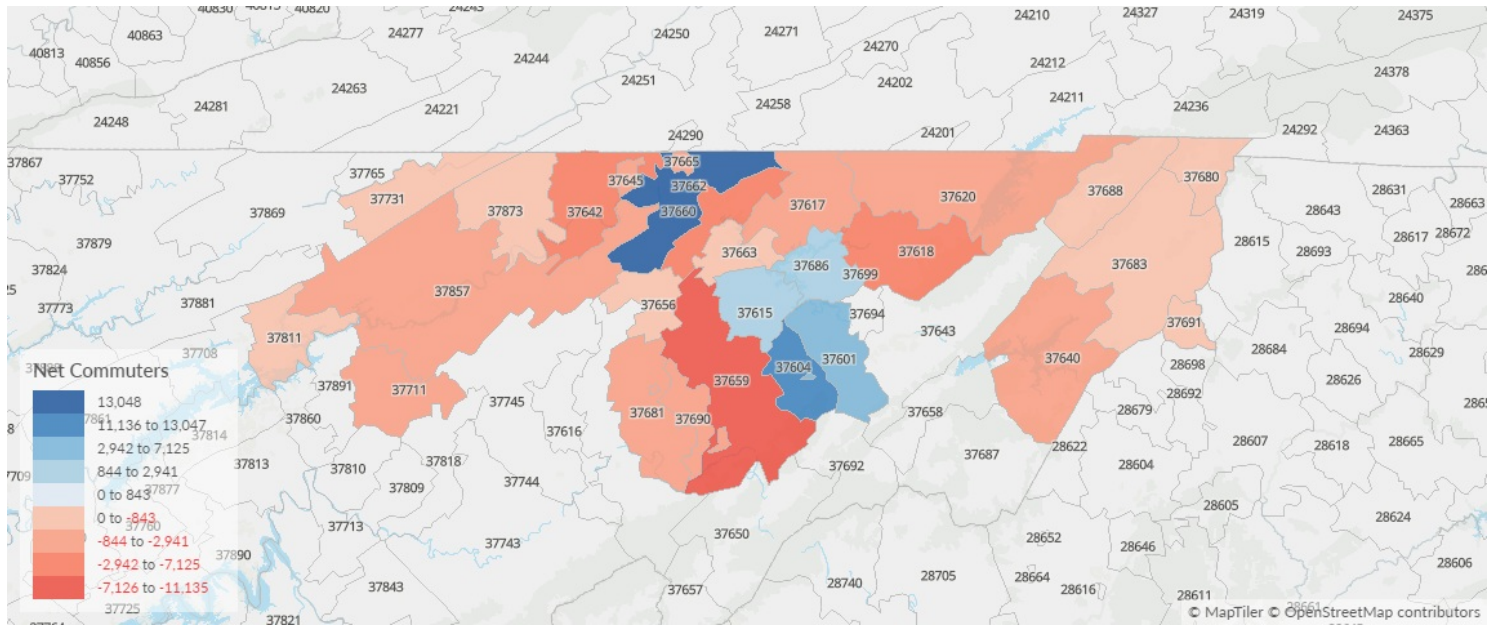


**Property Crime**

Your area has 20.66 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 #2 for resident workers. The top ZIP for resident workers is 37620.



### Where Talent Works

ZIP	Name	2023 Employment
37660	Kingsport, TN (in Sullivan c...)	30,035
37604	Johnson City, TN (in Wa...)	27,062
37601	Johnson City, TN (in Wa...)	19,407
37620	Bristol, TN (in Sullivan c...)	16,103
37615	Johnson City, TN (in Wa...)	12,278

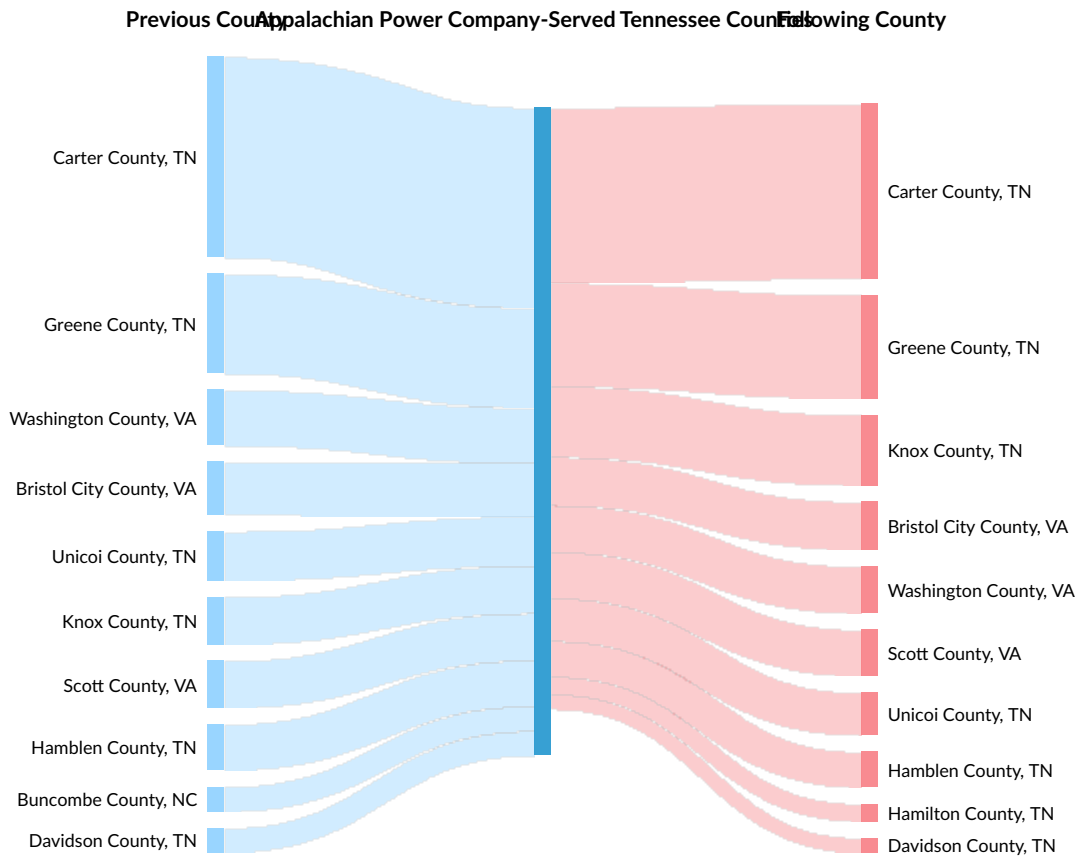
### Where Talent Lives

ZIP	Name	2023 Workers
37620	Bristol, TN (in Sullivan c...)	17,763
37660	Kingsport, TN (in Sullivan...)	16,986
37601	Johnson City, TN (in Wa...)	16,466
37604	Johnson City, TN (in Wa...)	15,926
37659	Jonesborough, TN (in W...)	13,129

# Inbound and Outbound Migration

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

As of 2021, **1,371** people have migrated from Carter County, TN to Appalachian Power Company-Served Tennessee Counties. In the same year, **1,199** people left Appalachian Power Company-Served Tennessee Counties migrating to Carter County, TN. The total Net Migration for Appalachian Power Company-Served Tennessee Counties in 2021 was **4,461**.



Top Previous Counties	Migrations
Carter County, TN	1,371
Greene County, TN	683
Washington County, VA	379
Bristol City County, VA	364
Unicoi County, TN	336



Top Previous Counties	Migrations
Knox County, TN	324
Scott County, VA	322
Hamblen County, TN	314
Buncombe County, NC	170
Davidson County, TN	169
Rutherford County, TN	126
Sevier County, TN	114
Mecklenburg County, NC	112
San Diego County, CA	107
Cook County, IL	104
Top Following Counties	Migrations
Carter County, TN	1,199
Greene County, TN	708
Knox County, TN	482
Bristol City County, VA	330
Washington County, VA	320
Scott County, VA	316
Unicoi County, TN	292
Hamblen County, TN	245
Hamilton County, TN	120
Davidson County, TN	101
Pinellas County, FL	98
Beaufort County, SC	89
DeSoto County, MS	89
Grainger County, TN	85

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**Top Following Counties****Migrations**

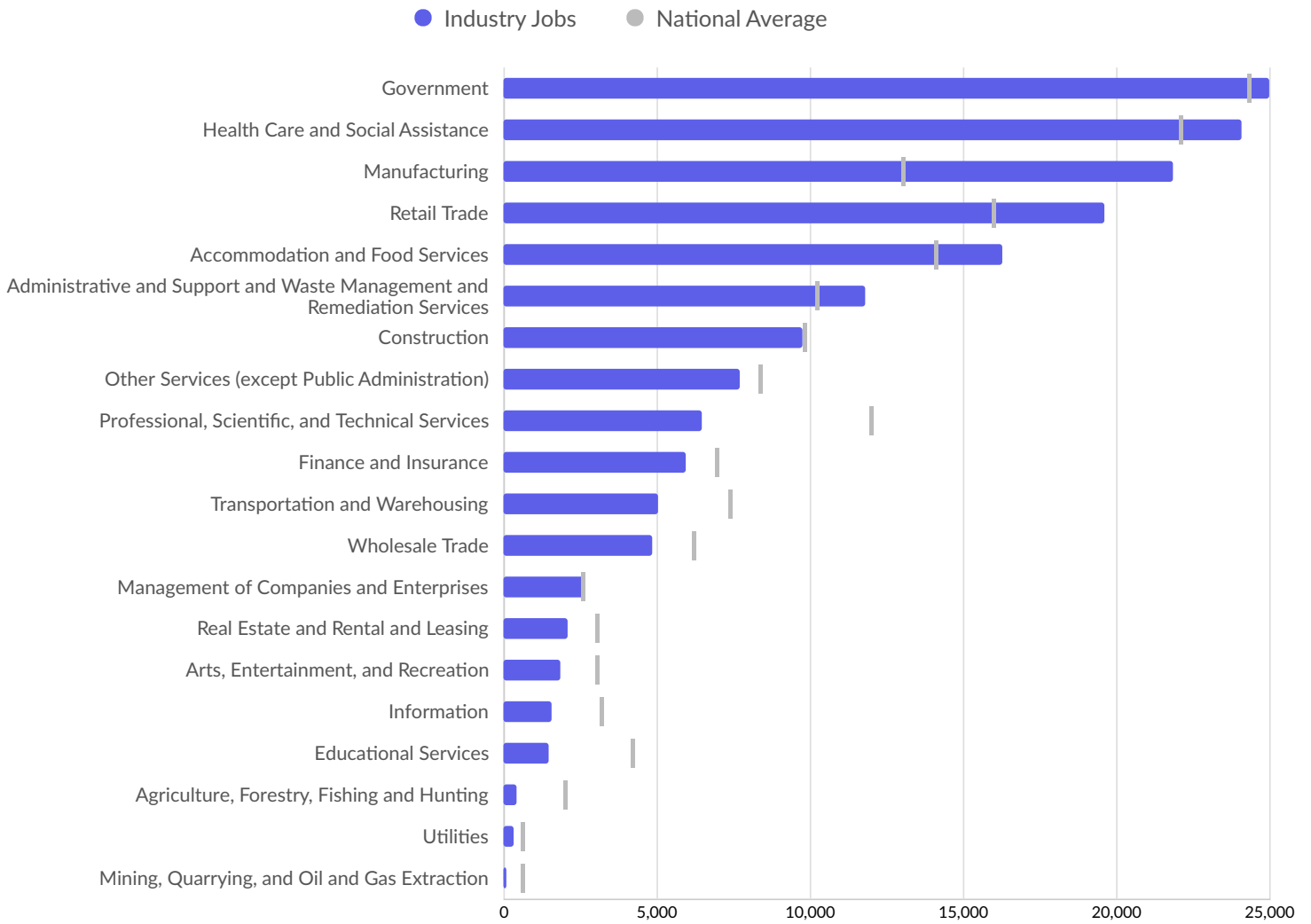
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Volusia County, FL79

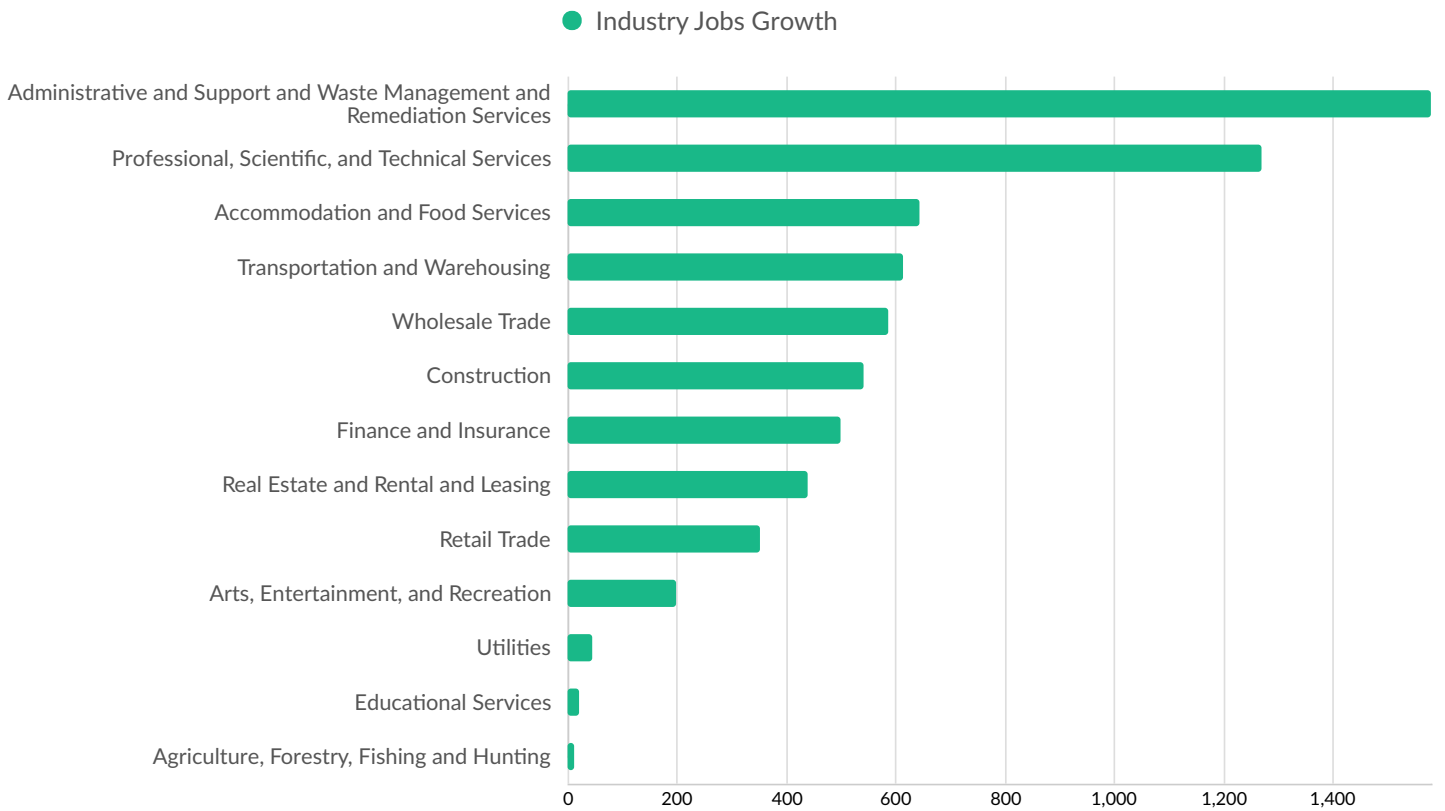
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# Industry Characteristics

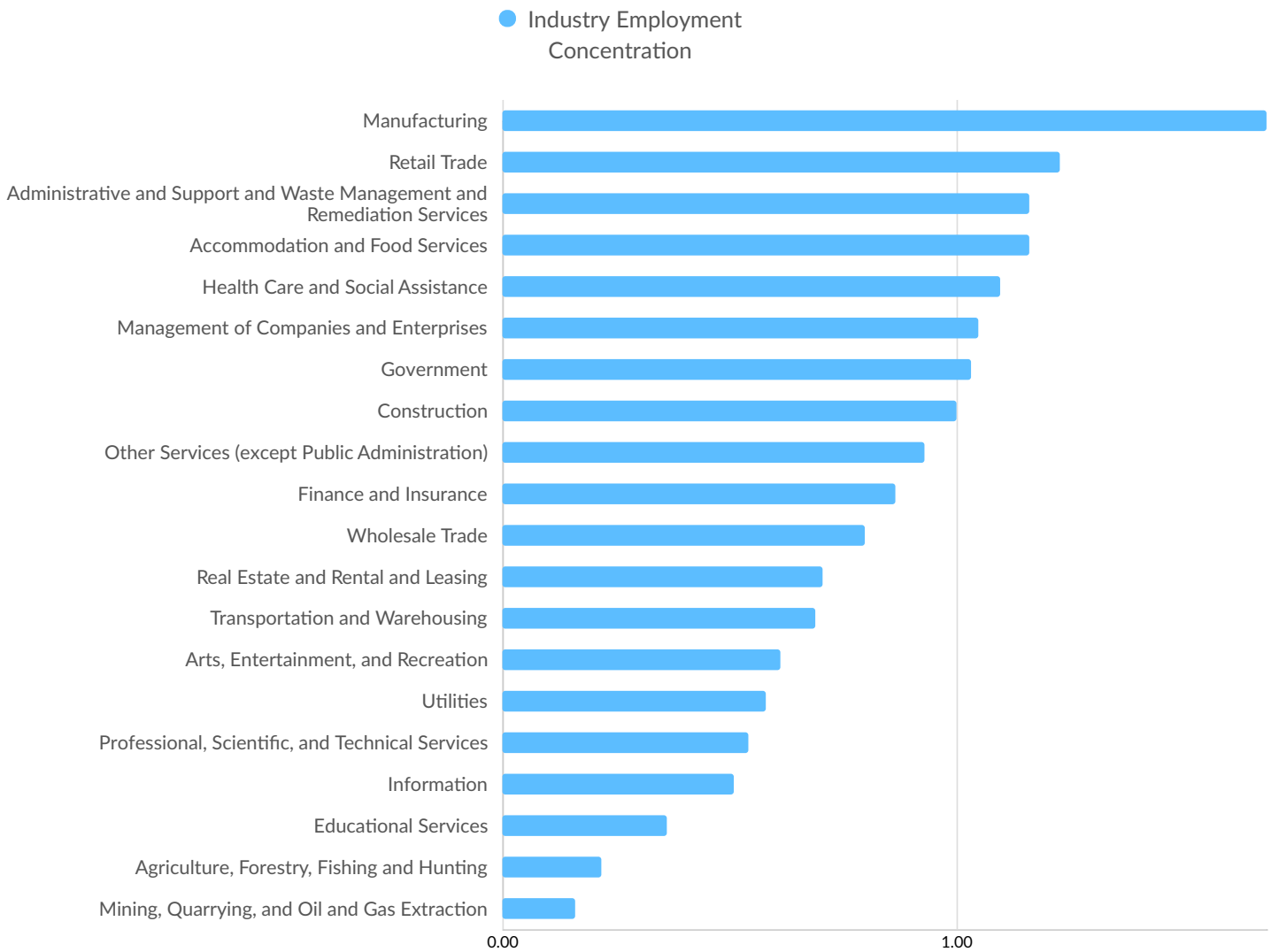
## Largest Industries



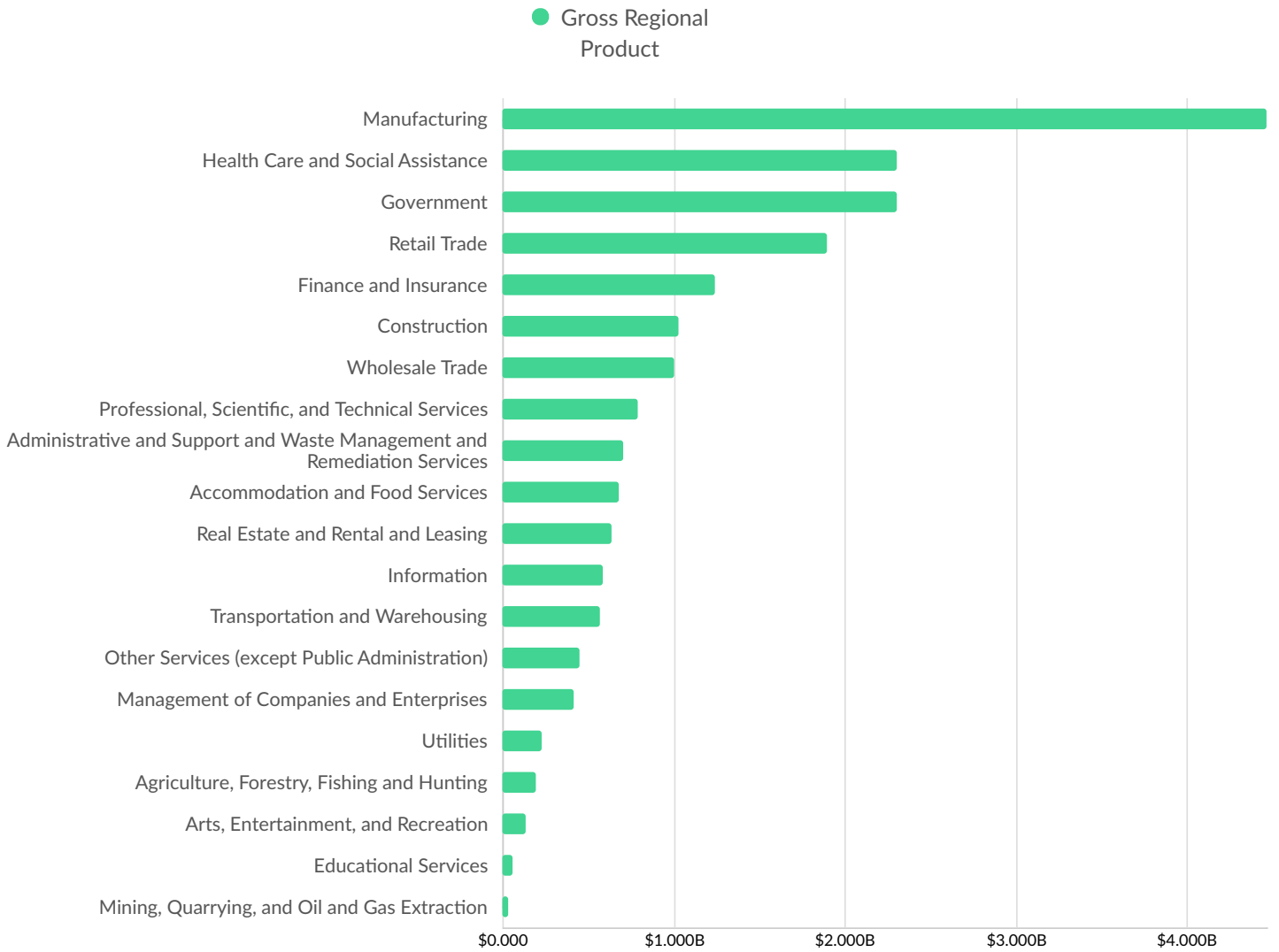
## Top Growing Industries



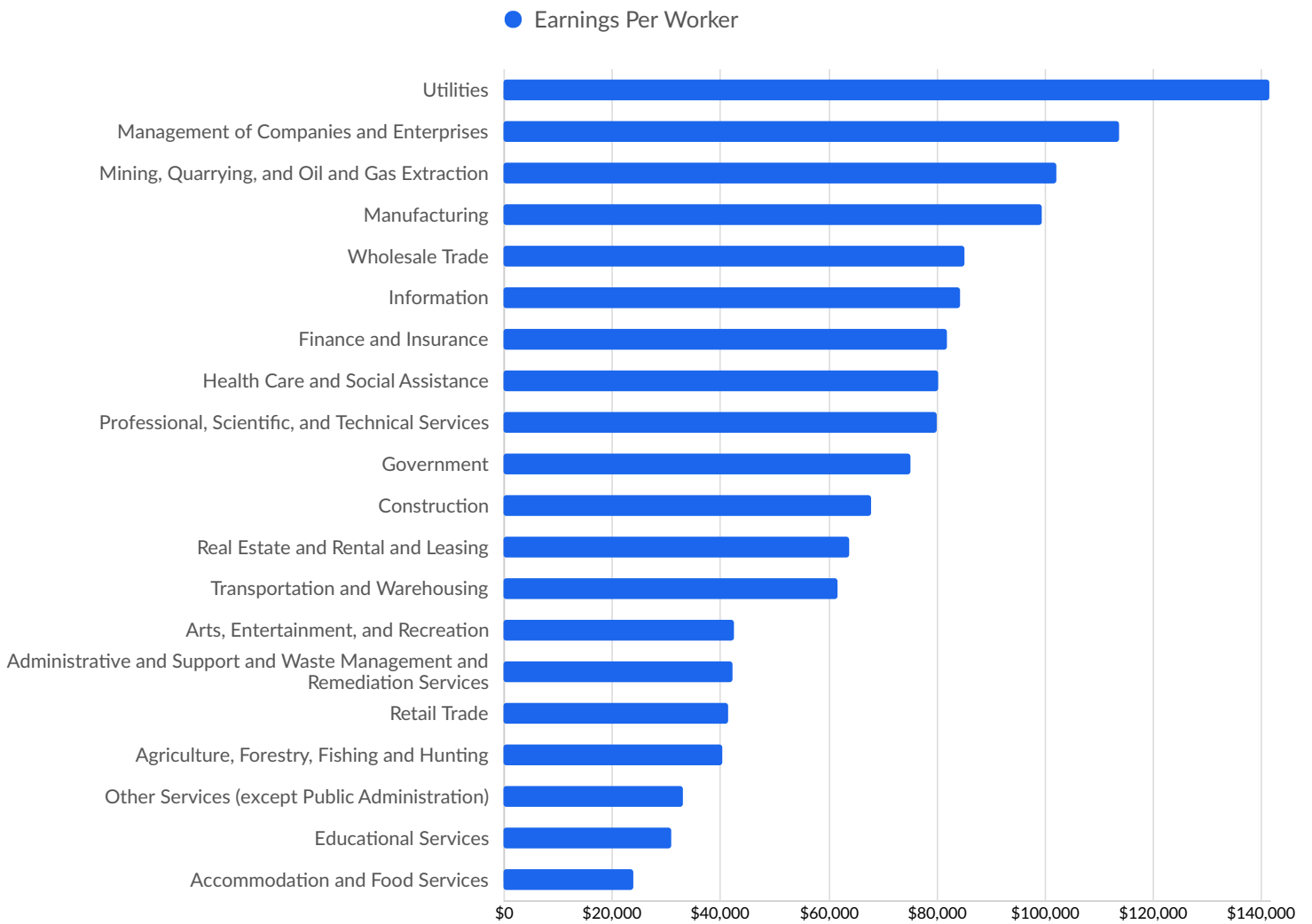
## Top Industry Employment Concentration



## Top Industry GRP























## Top Industry Earnings



## Business Characteristics

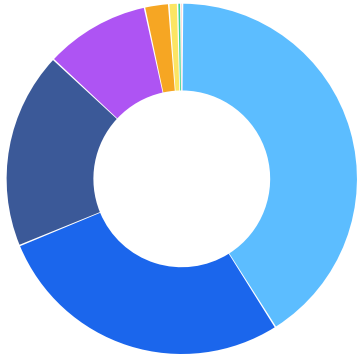
### 24,409 Companies Employ Your Workers

Online profiles for your workers mention 24,409 companies as employers, with the top 10 appearing below. In the last 12 months, 1,737 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Eastman Chemical	4,079 	Ballad Health	1,773 
East Tennessee State University	3,139 	East Tennessee State University	668 
Ballad Health	1,978 	K-Va-T Food Stores	407 
Mountain States Health Alliance	1,289 	Eastman Chemical	295 
Wellmont Health System	1,050 	Dollar General	285 
Walmart	814 	Frontier Health	274 
Citigroup	711 	Randstad	239 
United States Department of Ve...	671 	Archway Physician Recruitment	206 
State of Tennessee	574 	United States Department of Ve...	202 
Food City / Kvat Foods	507 	Compass Group	198 



## Business Size

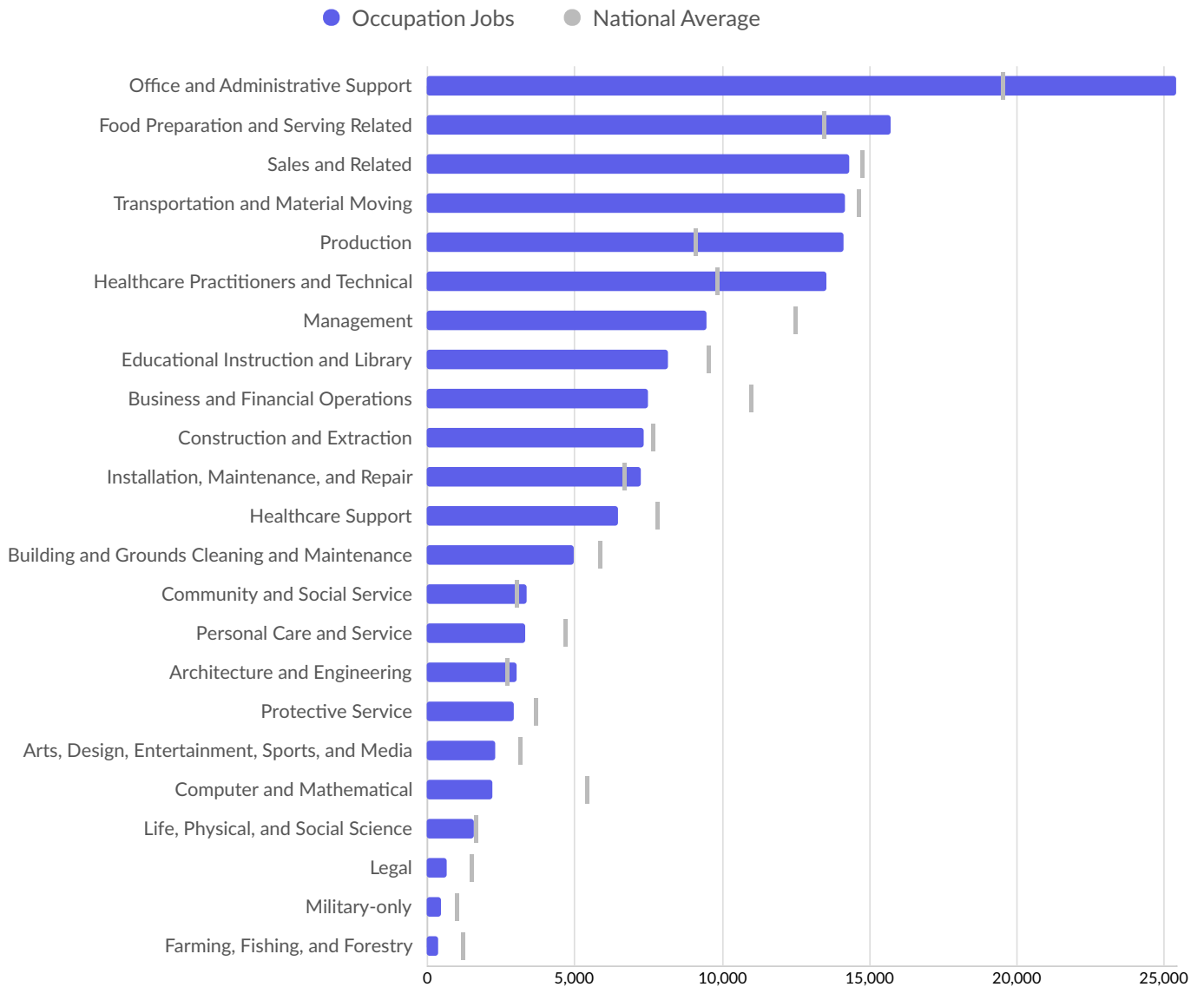


	Percentage	Business Count
● 1 to 4 employees	41.0%	6,537
● 5 to 9 employees	27.8%	4,431
● 10 to 19 employees	18.1%	2,894
● 20 to 49 employees	9.7%	1,542
● 50 to 99 employees	2.2%	355
● 100 to 249 employees	0.8%	129
● 250 to 499 employees	0.3%	47
● 500+ employees	0.2%	25

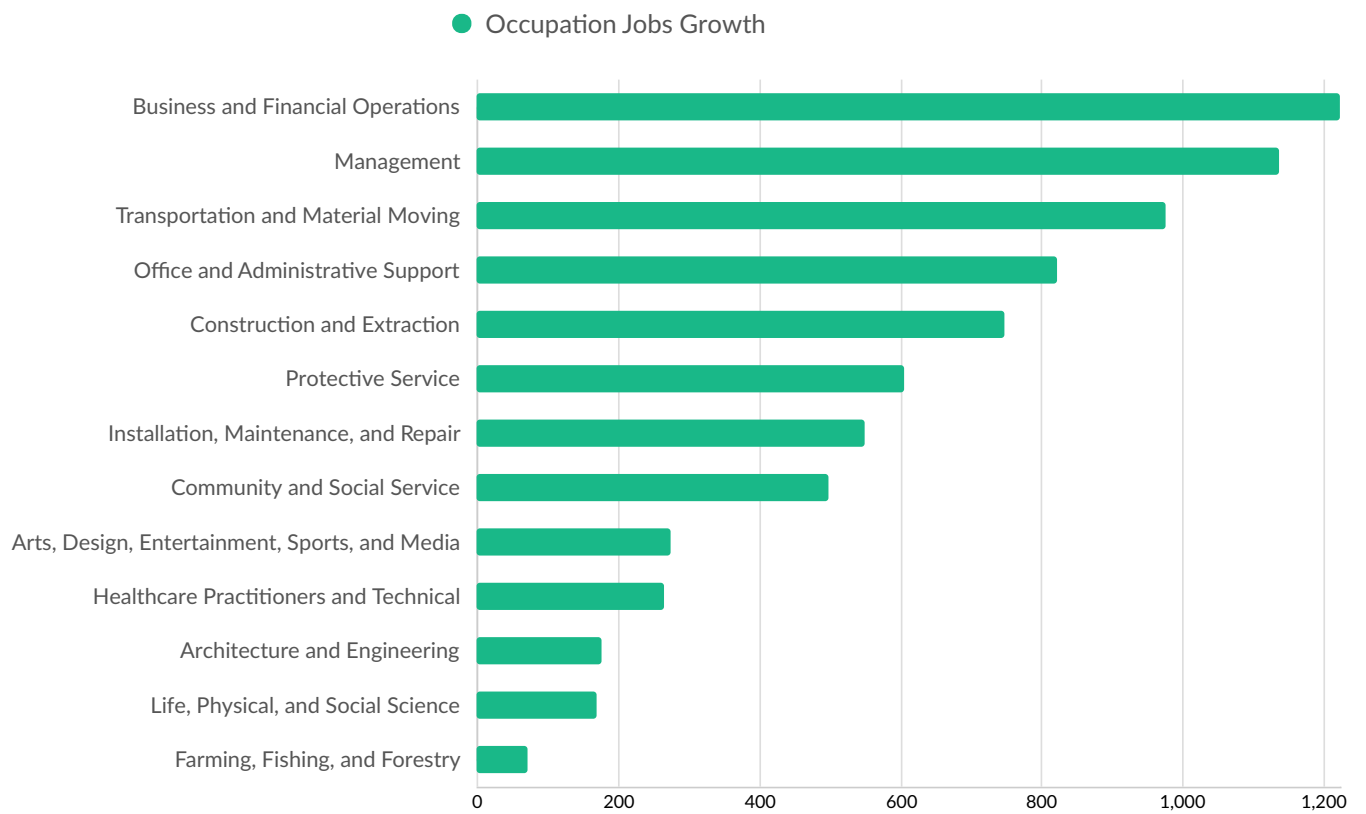
\*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

# Workforce Characteristics

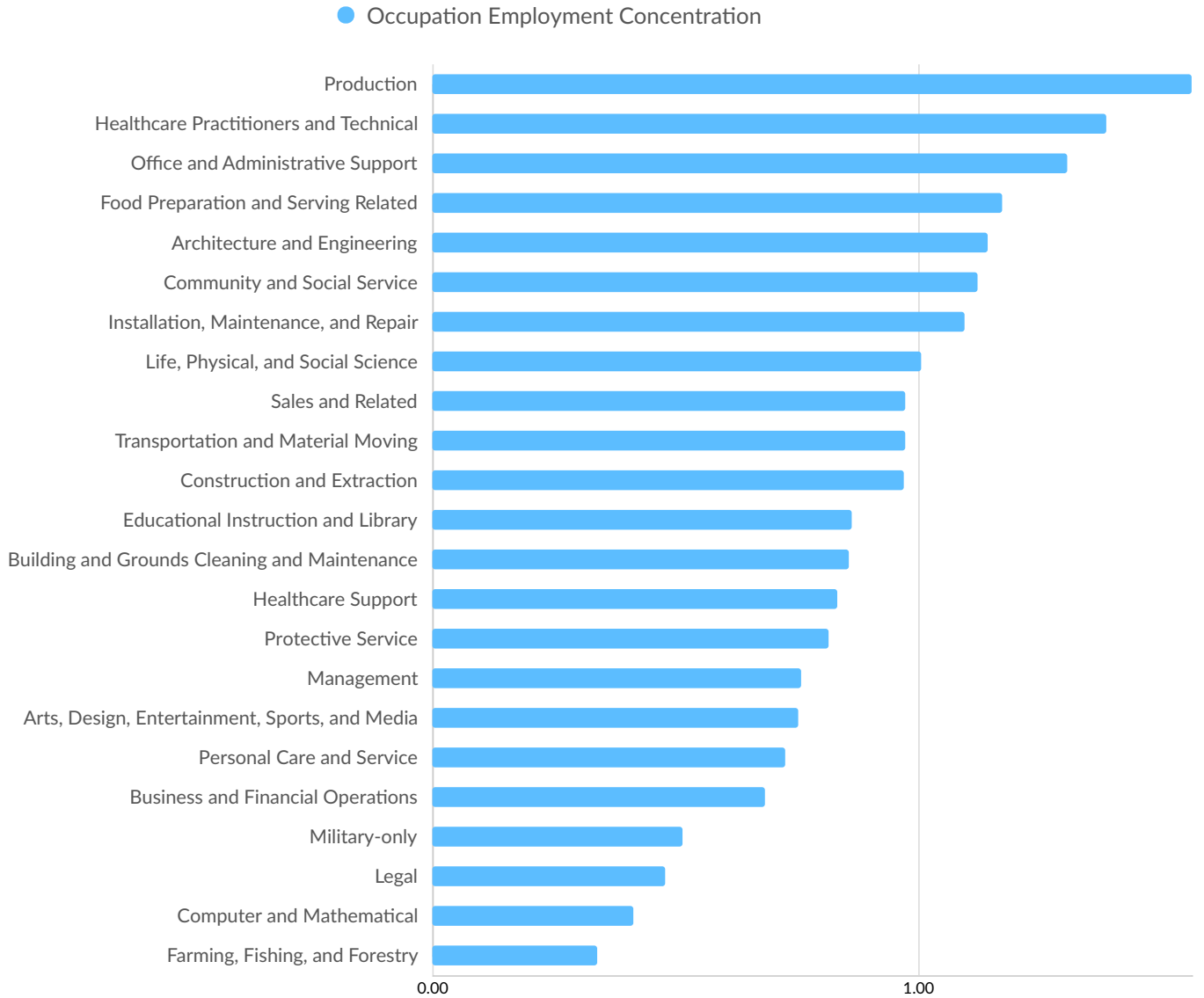
## Largest Occupations



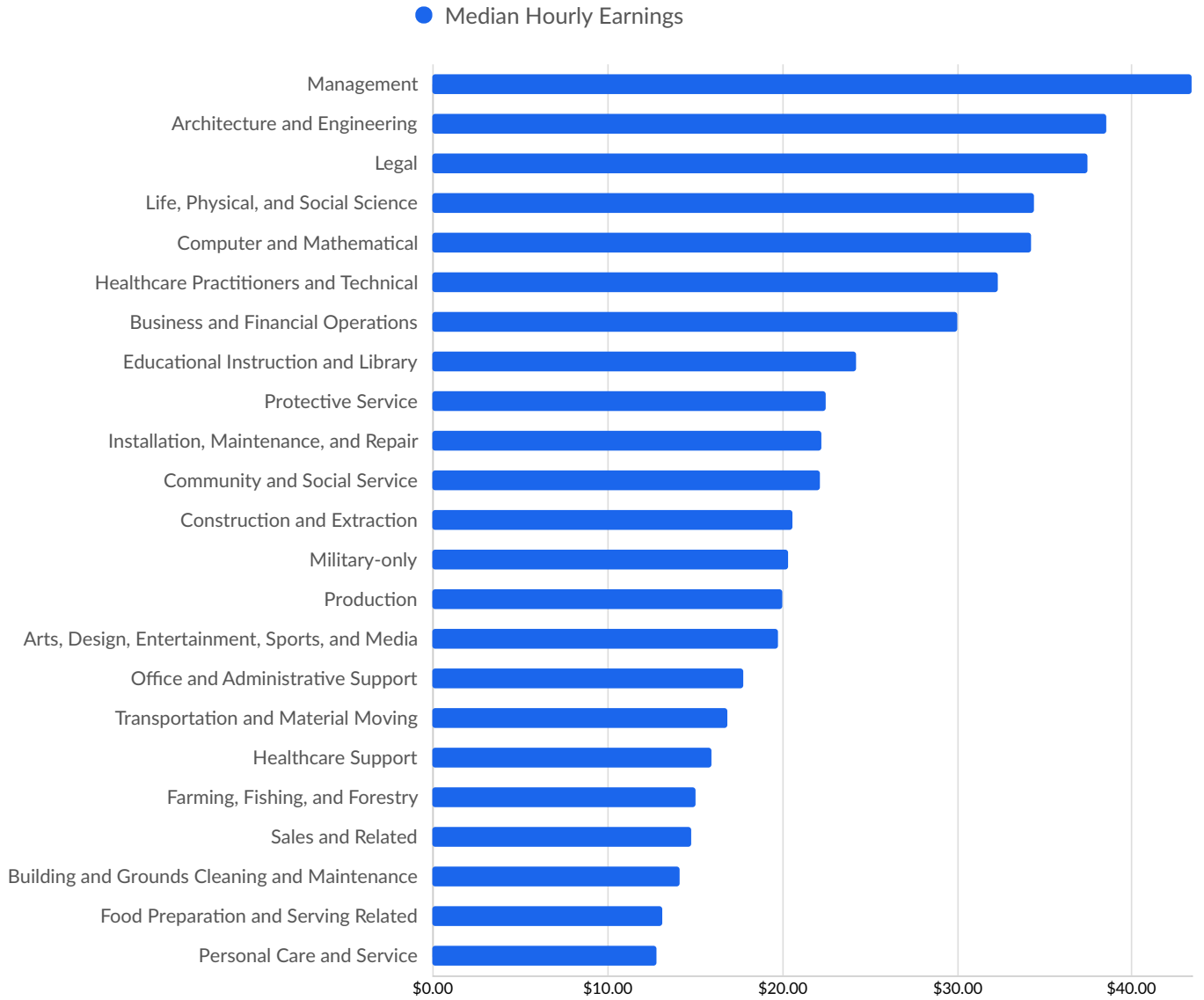
## Top Growing Occupations



## Top Occupation Employment Concentration



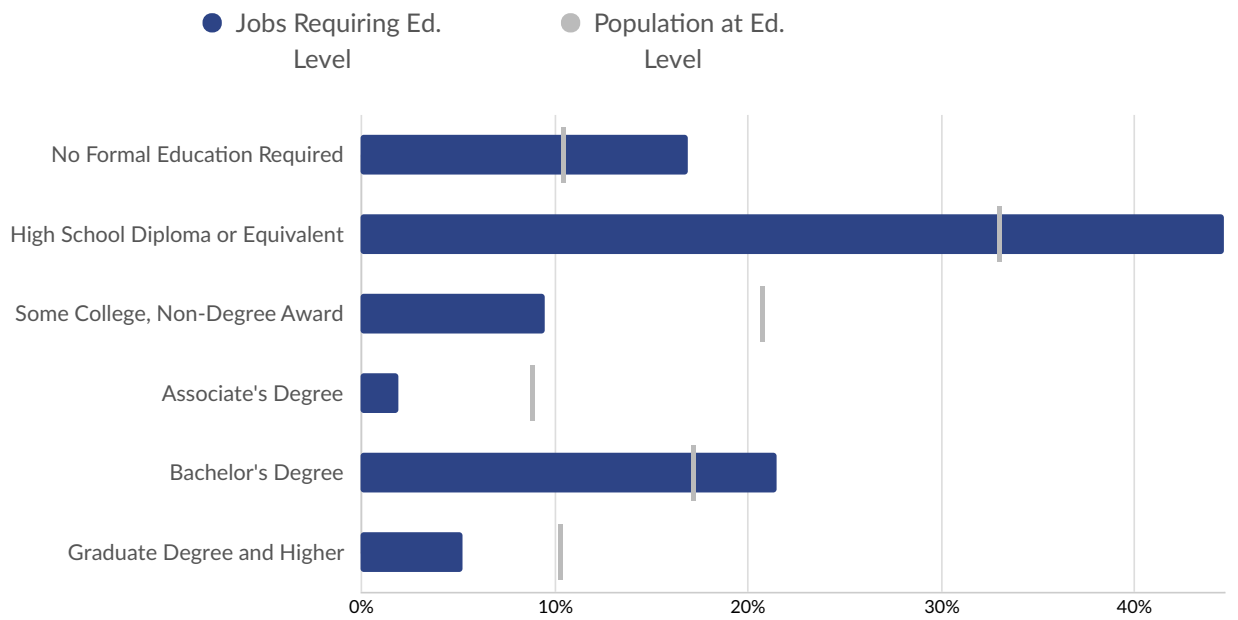
## Top Occupation Earnings



## Top Posted Occupations

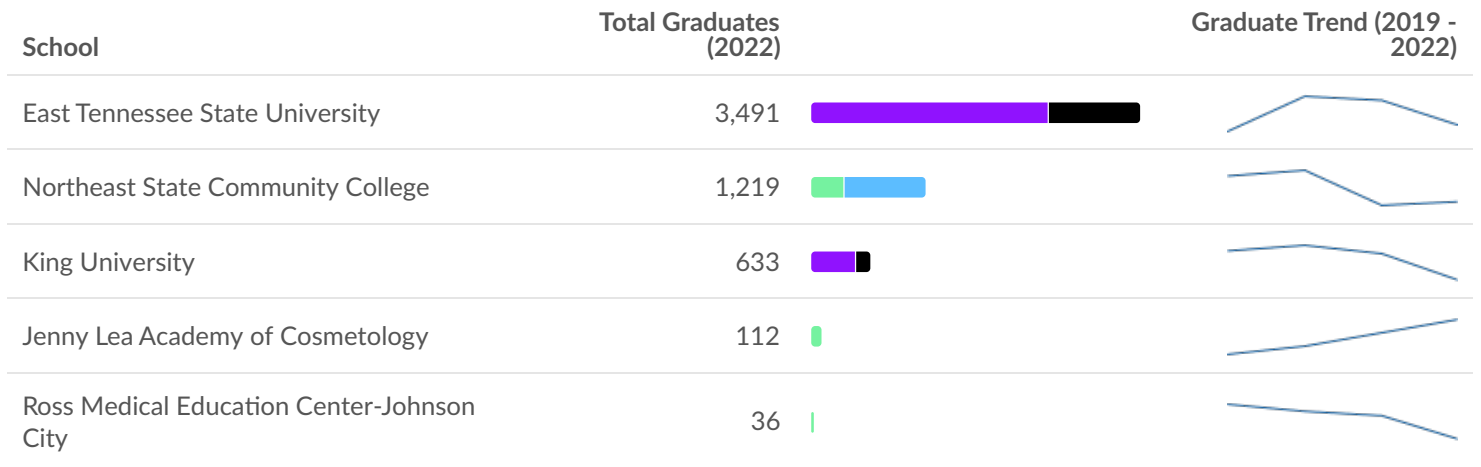


## Underemployment



## Educational Pipeline

In 2022, there were 5,491 graduates in Appalachian Power Company-Served Tennessee Counties. This pipeline has shrunk by 4% over the last 4 years. The highest share of these graduates come from "Registered Nursing/Registered Nurse" (Bachelor's), "Liberal Arts and Sciences/Liberal Studies" (Associate's), and "Business Administration and Management, General" (Bachelor's).





# In-Demand Skills

