



# AEP-Served Texas Counties (AEP Texas & SWEPCO)



BOUNDLESS ENERGY™

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## Report Parameters

### 115 Counties

48007	Aransas County, TX	48043	Brewster County, TX
48013	Atascosa County, TX	48045	Briscoe County, TX
48023	Baylor County, TX	48047	Brooks County, TX
48025	Bee County, TX	48049	Brown County, TX
48037	Bowie County, TX	<i>See Appendix A for all 115 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

4,628,365

Population (2022)

Population **grew by 13,683** over the last 5 years but is projected to **decrease by 8,969** over the next 5 years.

1,786,984

Total Regional Employment

Jobs **grew by 39,679** over the last 5 years and are projected to **grow by 143,241** over the next 5 years.

\$56.4K

Avg. Earnings Per Job (2022)

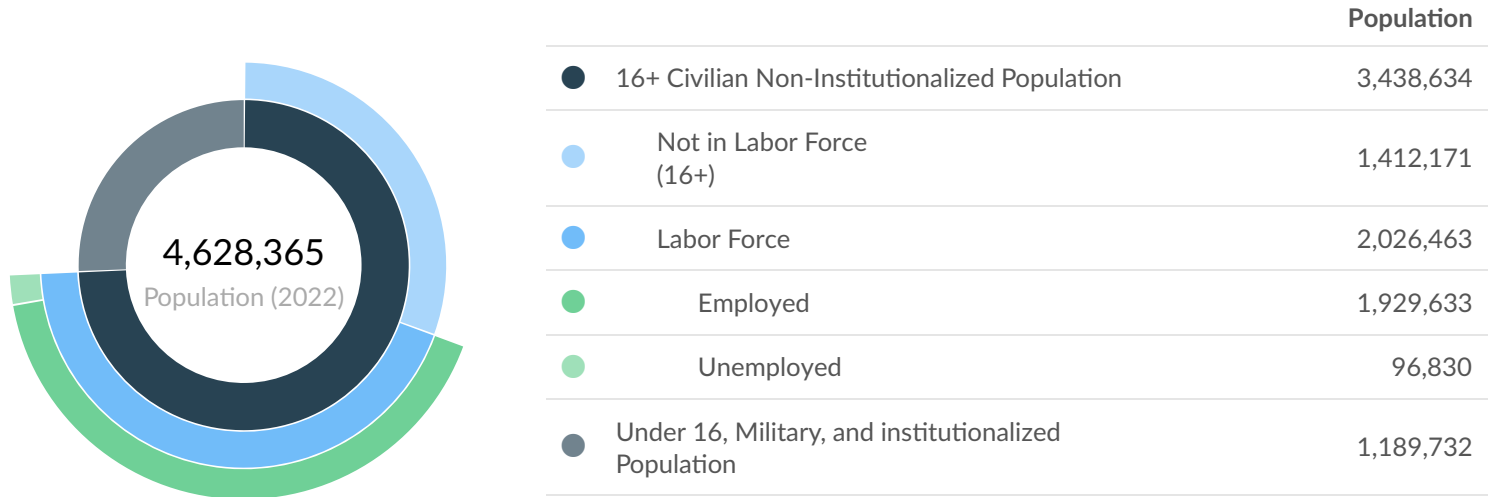
Regional average earnings per job are **\$23.4K below** the national average earnings of \$79.8K per job.

## Takeaways

- As of 2022 the region's population **increased by 0.3%** since 2017, growing by 13,683. Population is expected to **decrease by 0.2%** between 2022 and 2027, losing 8,969.
- From 2017 to 2022, jobs **increased by 2.3%** in AEP-Served Texas Counties (AEP Texas & SWEPCO) from 1,747,305 to **1,786,984**. This change **fell short of the national growth rate of 2.4% by 0.1%**. As the number of jobs increased, the **labor force participation rate increased from 57.9% to 58.9% between 2017 and 2022**.
- Concerning educational attainment, **14.0% of the selected regions' residents possess a Bachelor's Degree** (6.8% below the national average), and **7.5% hold an Associate's Degree** (1.3% below the national average).
- The top three industries in 2022 are Education and Hospitals (Local Government), Restaurants and Other Eating Places, and Home Health Care Services.

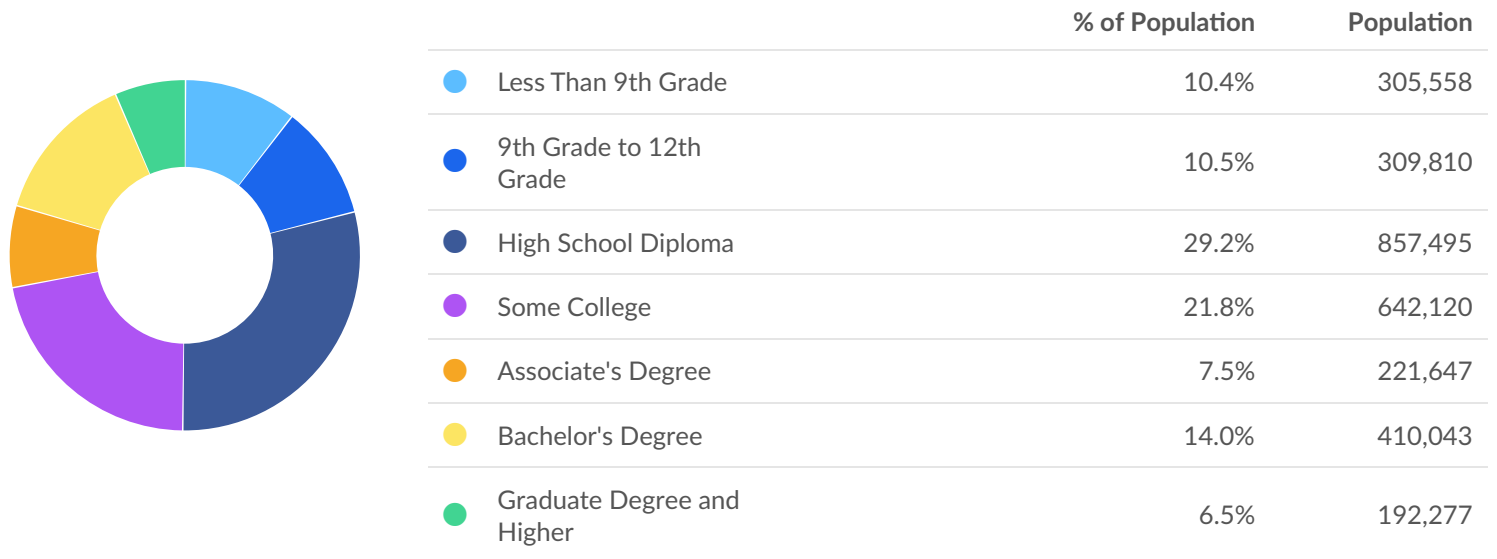
	Population (2022)	Labor Force (Sep 2022)	Jobs (2022)	Cost of Living	GRP	Imports	Exports
Region	4,628,365	2,026,463	1,786,984	95.6	\$217.34B	\$281.18B	\$287.57B
Appalachian Power Company-Served West Virginia Counties	901,949	374,664	371,755	93.4	\$45.85B	\$55.48B	\$68.30B
Appalachian Power Company-Served 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
Michigan	10,094,534	4,867,566	4,675,667	91.6	\$606.52B	\$528.26B	\$600.96B

## Sep 2022 Labor Force Breakdown



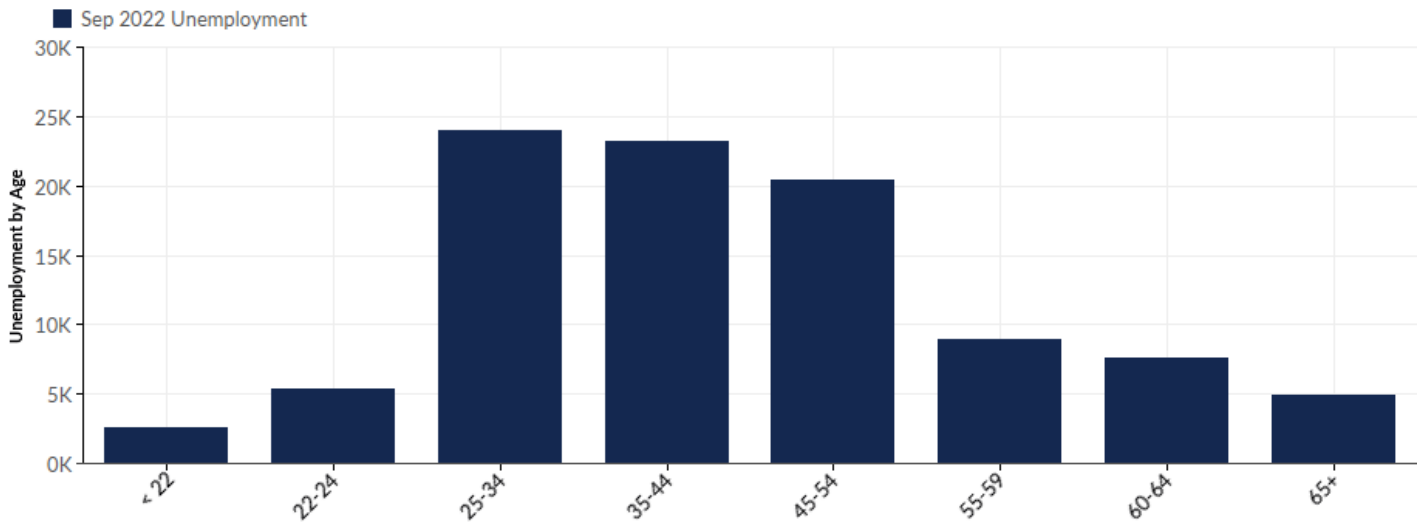
## Educational Attainment

Concerning educational attainment, **14.0% of the selected regions' residents possess a Bachelor's Degree** (6.8% below the national average), and **7.5% hold an Associate's Degree** (1.3% below the national average).



# Unemployment by Demographics

## Unemployment by Age



Age	Unemployment (Sep 2022)	% of Unemployed
< 22	2,520	2.60%
22-24	5,350	5.53%
25-34	23,928	24.71%
35-44	23,181	23.94%
45-54	20,443	21.11%
55-59	8,952	9.25%
60-64	7,539	7.79%
65+	4,917	5.08%
Total	96,830	100.00%

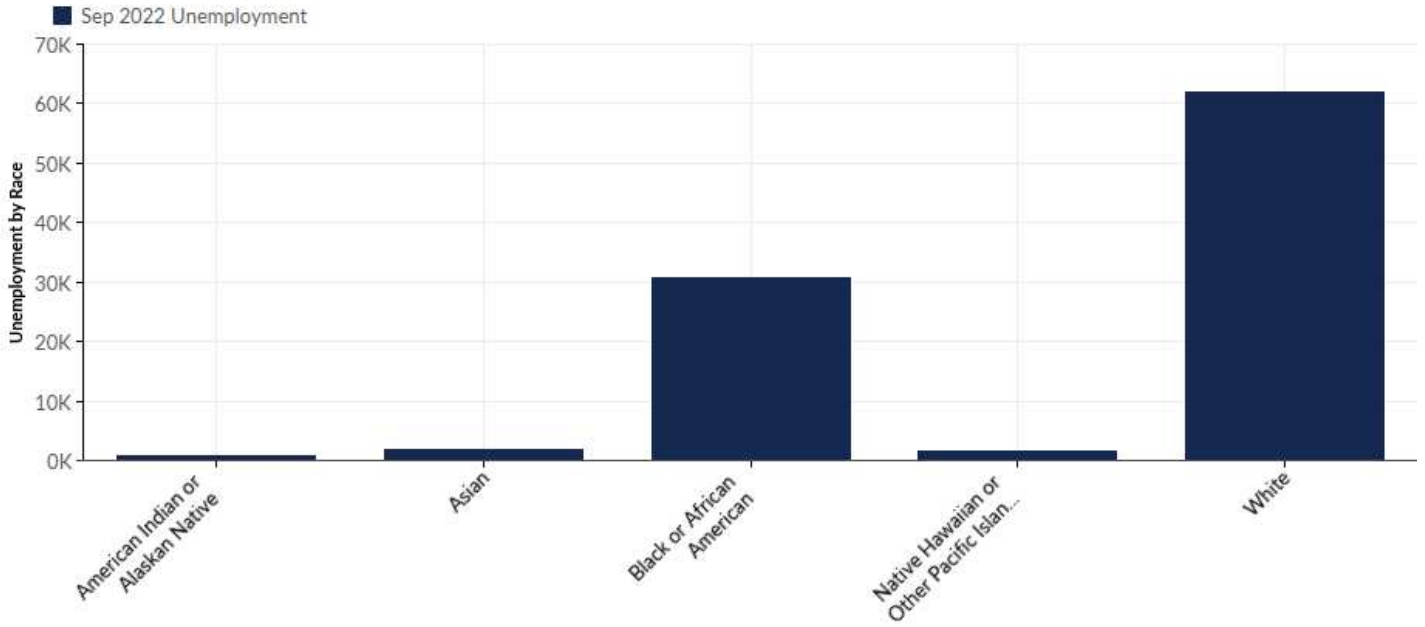
## Unemployment by Gender



Gender	Unemployment (Sep 2022)	% of Unemployed
Females	51,596	53.29%
Males	45,234	46.71%
Total	96,830	100.00%

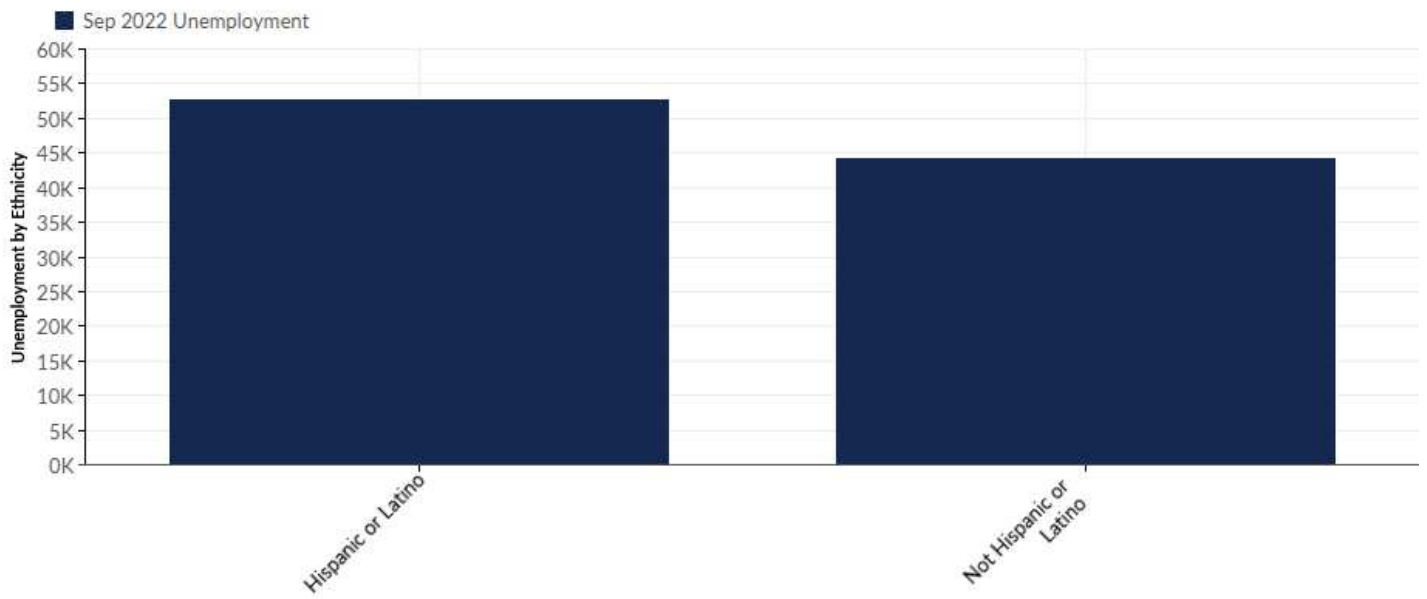


## Unemployment by Race



Race	Unemployment (Sep 2022)	% of Unemployed
American Indian or Alaskan Native	787	0.81%
Asian	1,877	1.94%
Black or African American	30,731	31.74%
Native Hawaiian or Other Pacific Islander	1,592	1.64%
White	61,843	63.87%
<b>Total</b>	<b>96,830</b>	<b>100.00%</b>

## Unemployment by Ethnicity

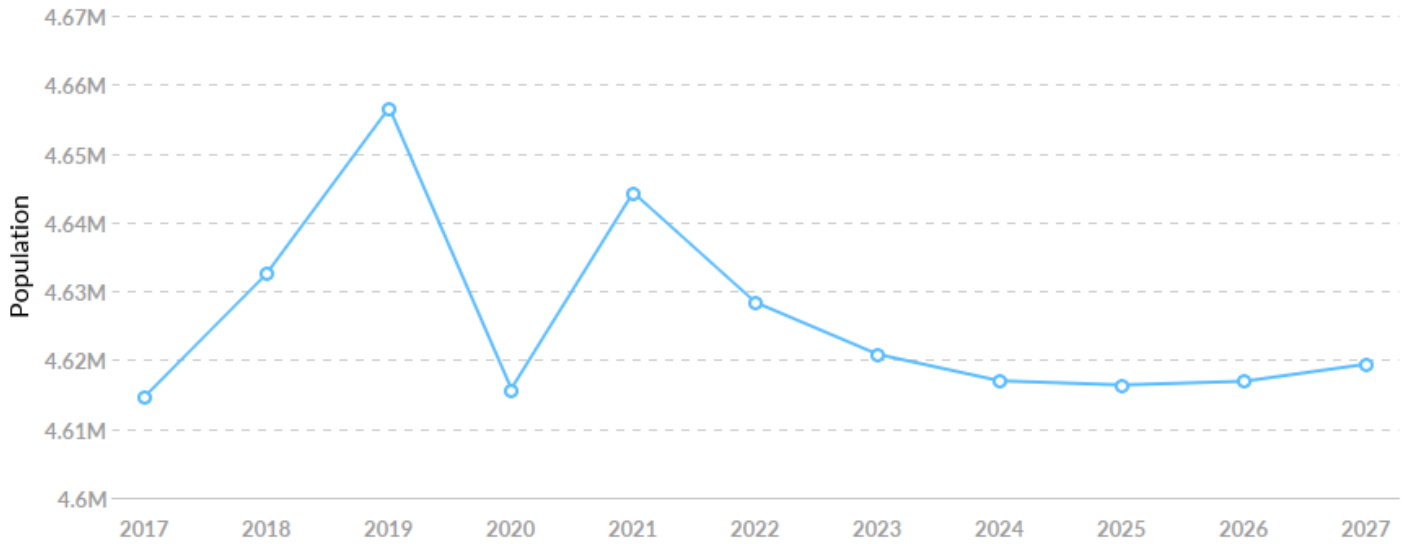


Ethnicity	Unemployment (Sep 2022)	% of Unemployed
Hispanic or Latino	52,675	54.40%
Not Hispanic or Latino	44,155	45.60%
Total	96,830	100.00%

# Historic & Projected Trends

## Population Trends

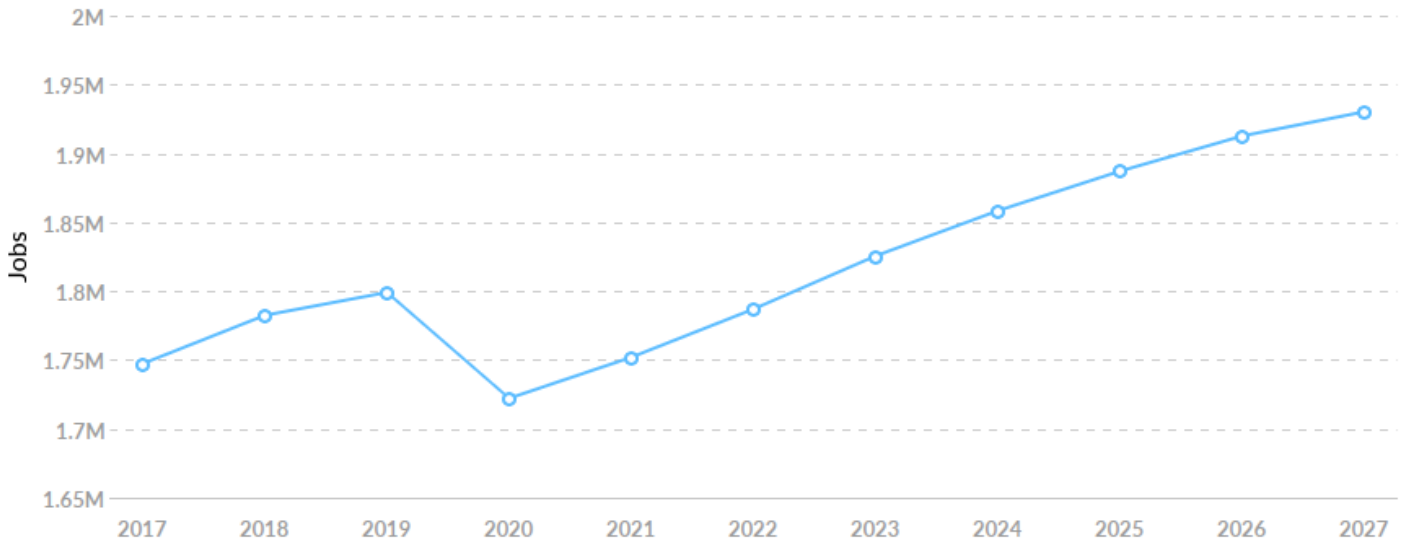
As of 2022 the region's population **increased by 0.3%** since 2017, growing by 13,683. Population is expected to **decrease by 0.2%** between 2022 and 2027, losing 8,969.



Timeframe	Population
2017	4,614,682
2018	4,632,559
2019	4,656,558
2020	4,615,721
2021	4,644,297
2022	4,628,365
2023	4,620,829
2024	4,616,977
2025	4,616,376
2026	4,616,913
2027	4,619,396

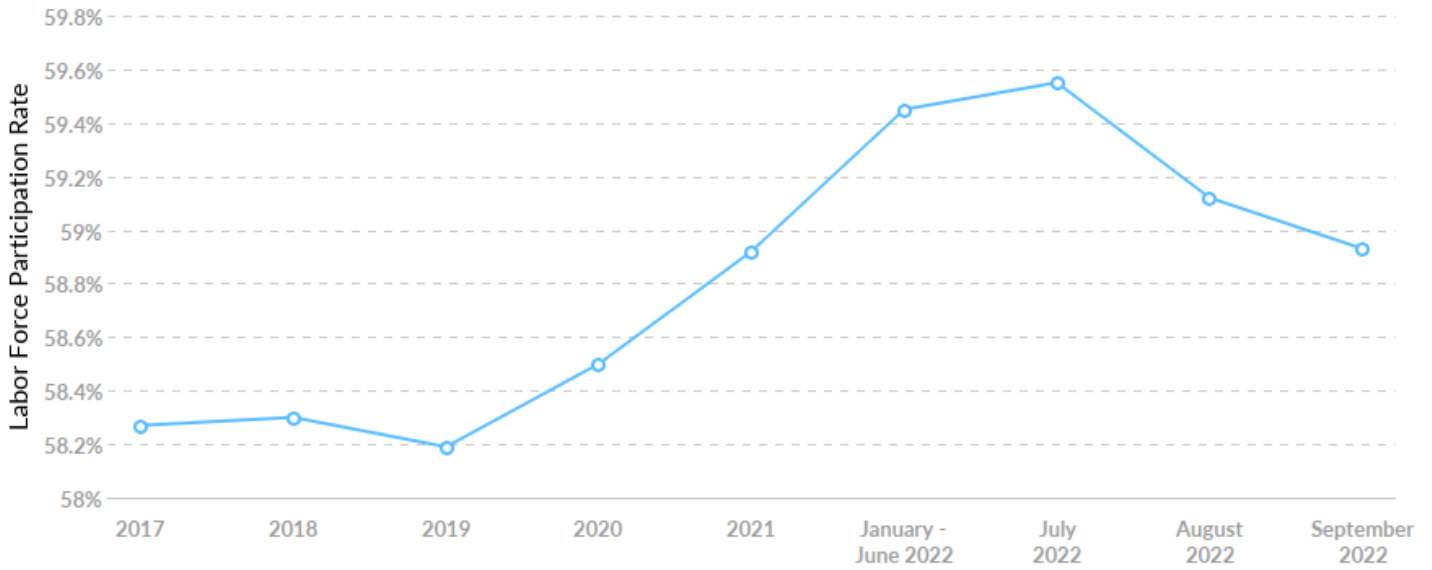
## Job Trends

From 2017 to 2022, jobs increased by 2.3% in AEP-Served Texas Counties (AEP Texas & SWEPCO) from 1,747,305 to **1,786,984**. This change fell short of the national growth rate of 2.4% by 0.1%.



Timeframe	Jobs
2017	1,747,305
2018	1,782,426
2019	1,799,068
2020	1,722,170
2021	1,751,983
2022	1,786,984
2023	1,825,566
2024	1,858,361
2025	1,887,107
2026	1,912,633
2027	1,930,225

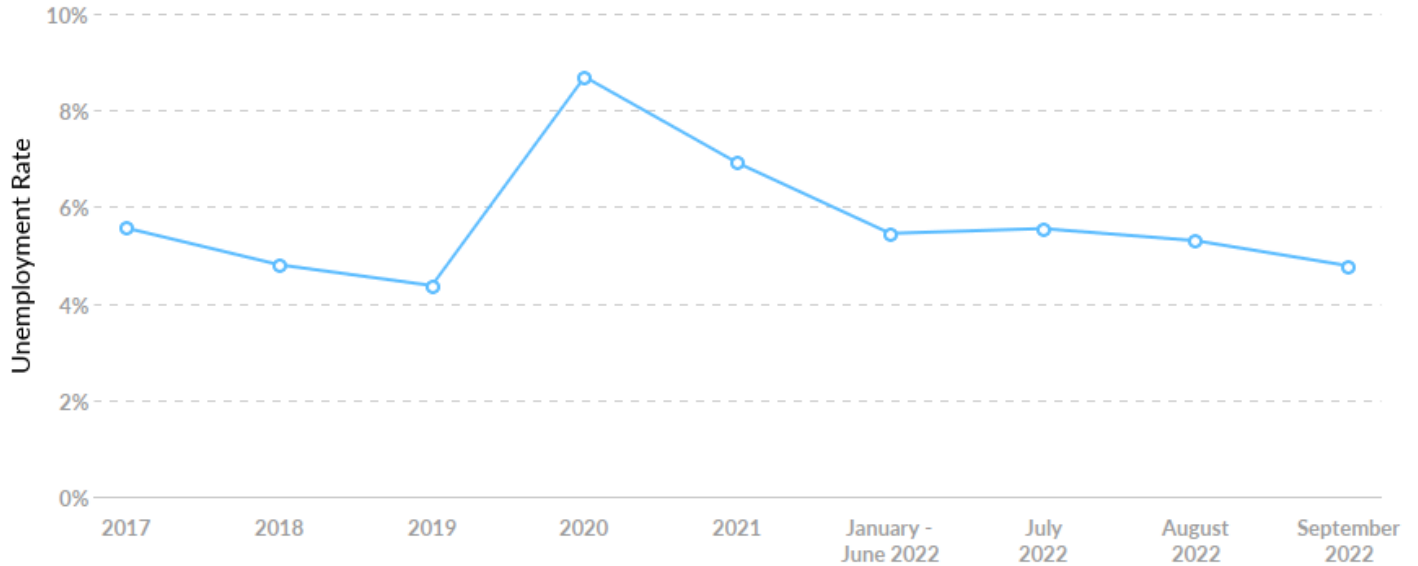
## Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2017	58.27%
2018	58.30%
2019	58.19%
2020	58.50%
2021	58.92%
January - June 2022	59.45%
July 2022	59.55%
August 2022	59.12%
September 2022	58.93%

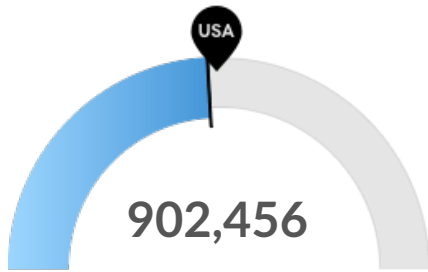
## Unemployment Rate Trends

Your areas had a September 2022 unemployment rate of 4.78%, **decreasing from 5.56%** 5 years before.



Timeframe	Unemployment Rate
2017	5.56%
2018	4.80%
2019	4.37%
2020	8.69%
2021	6.91%
January - June 2022	5.45%
July 2022	5.55%
August 2022	5.30%
September 2022	4.78%

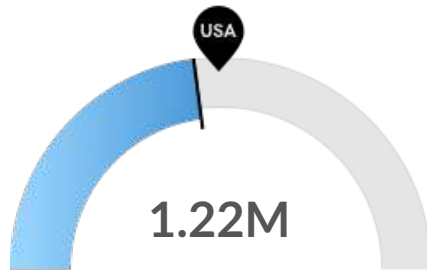
## Population Characteristics



**902,456**

**Millennials**

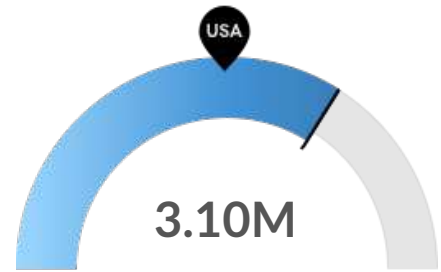
Your area has 902,456 millennials (ages 25-39). The national average for an area this size is 948,669.



**1.22M**

**Retiring Soon**

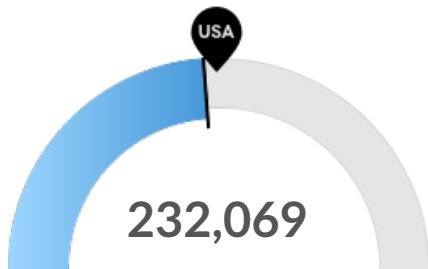
Retirement risk is low in your area. The national average for an area this size is 1,380,456 people 55 or older, while there are 1,223,198 here.



**3.10M**

**Racial Diversity**

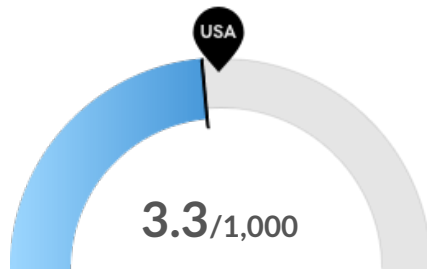
Racial diversity is high in your area. The national average for an area this size is 1,889,943 racially diverse people, while there are 3,099,846 here.



**232,069**

**Veterans**

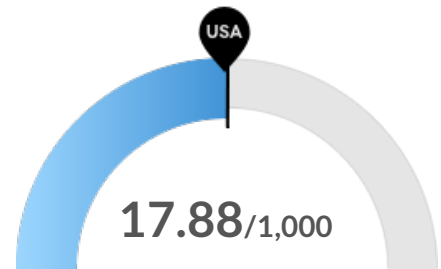
Your area has 232,069 veterans. The national average for an area this size is 248,336.



**3.3/1,000**

**Violent Crime**

Your area has 3.3 violent crimes per 1,000 people. The national rate is 3.59 per 1,000 people.



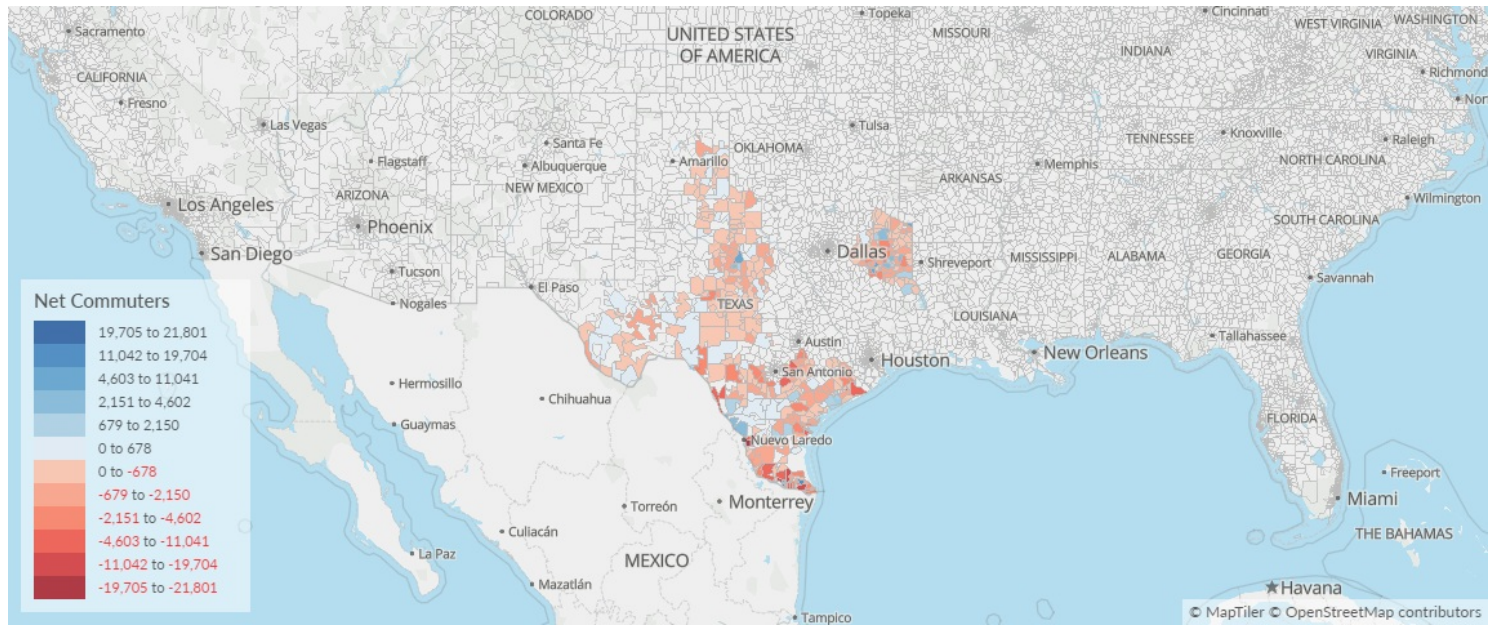
**17.88/1,000**

**Property Crime**

Your area has 17.88 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 #7 for resident workers. The top ZIP for resident workers is 78521.



### Where Talent Works

ZIP	Name	2022 Employment
78501	Mcallen, TX (in Hidalgo ...	41,746
78539	Edinburg, TX (in Hidalgo...	39,117
78041	Laredo, TX (in Webb co...	36,451
78550	Harlingen, TX (in Camer...	35,464
78521	Brownsville, TX (in Cam...	33,644

### Where Talent Lives

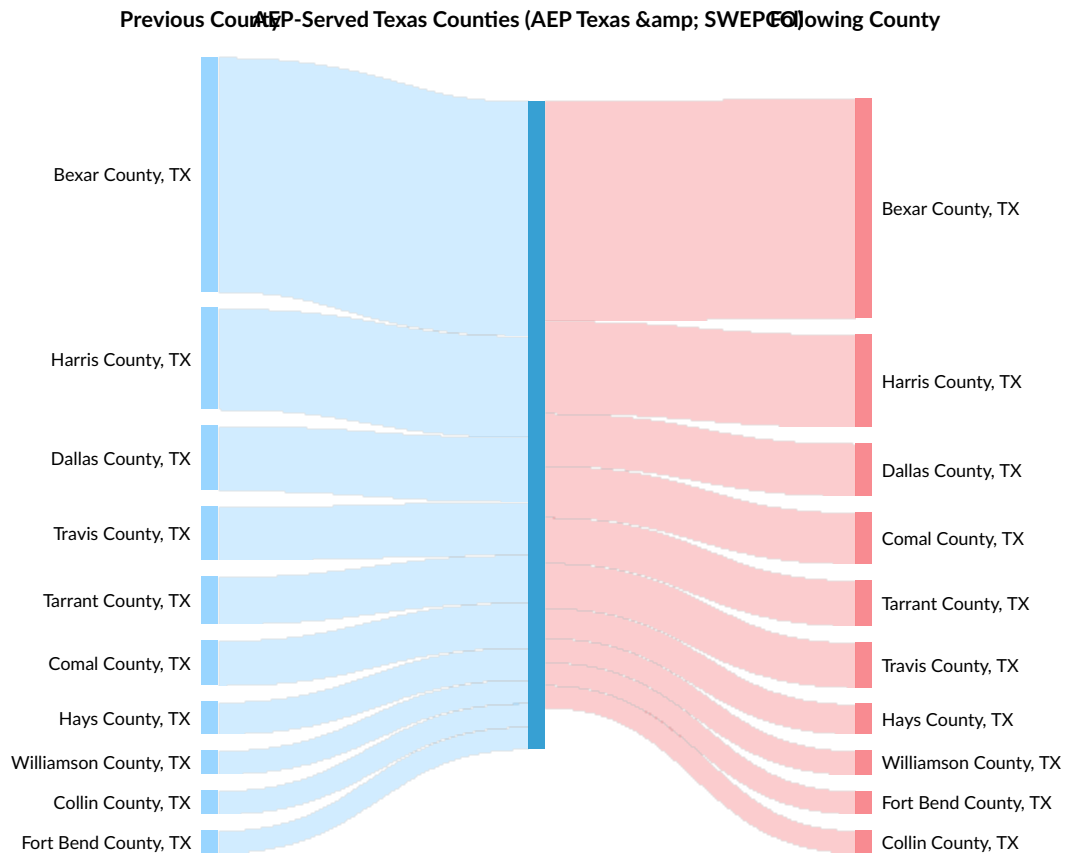
ZIP	Name	2022 Workers
78521	Brownsville, TX (in Cam...	37,429
78045	Laredo, TX (in Webb co...	30,212
78577	Pharr, TX (in Hidalgo co...	29,510
78572	Mission, TX (in Hidalgo ...	27,955
78046	Laredo, TX (in Webb co...	27,436



# Inbound and Outbound Migration

The table below analyzes past and current residents of AEP-Served Texas Counties (AEP Texas & SWEPCO). The left column shows residents of other counties migrating to AEP-Served Texas Counties (AEP Texas & SWEPCO). The right column shows residents migrating from AEP-Served Texas Counties (AEP Texas & SWEPCO) to other counties.

As of 2020, **17,153** people have migrated from Bexar County, TX to AEP-Served Texas Counties (AEP Texas & SWEPCO). In the same year, **16,050** people left AEP-Served Texas Counties (AEP Texas & SWEPCO) migrating to Bexar County, TX. The total Net Migration for AEP-Served Texas Counties (AEP Texas & SWEPCO) in 2020 was **10,980**.



Top Previous Counties	Migrations
Bexar County, TX	17,153
Harris County, TX	7,386
Dallas County, TX	4,724
Travis County, TX	3,898
Tarrant County, TX	3,466

<b>Top Previous Counties</b>	<b>Migrations</b>
Comal County, TX	3,286
Hays County, TX	2,340
Williamson County, TX	1,726
Collin County, TX	1,726
Fort Bend County, TX	1,629
Denton County, TX	1,624
Midland County, TX	1,554
Brazoria County, TX	1,468
Miller County, AR	1,404
Ector County, TX	1,354
<b>Top Following Counties</b>	<b>Migrations</b>
Bexar County, TX	16,050
Harris County, TX	6,754
Dallas County, TX	3,842
Comal County, TX	3,756
Tarrant County, TX	3,337
Travis County, TX	3,295
Hays County, TX	2,202
Williamson County, TX	1,757
Fort Bend County, TX	1,672
Collin County, TX	1,645
Denton County, TX	1,504
Henderson County, TX	1,343
Brazoria County, TX	1,280
Miller County, AR	1,264

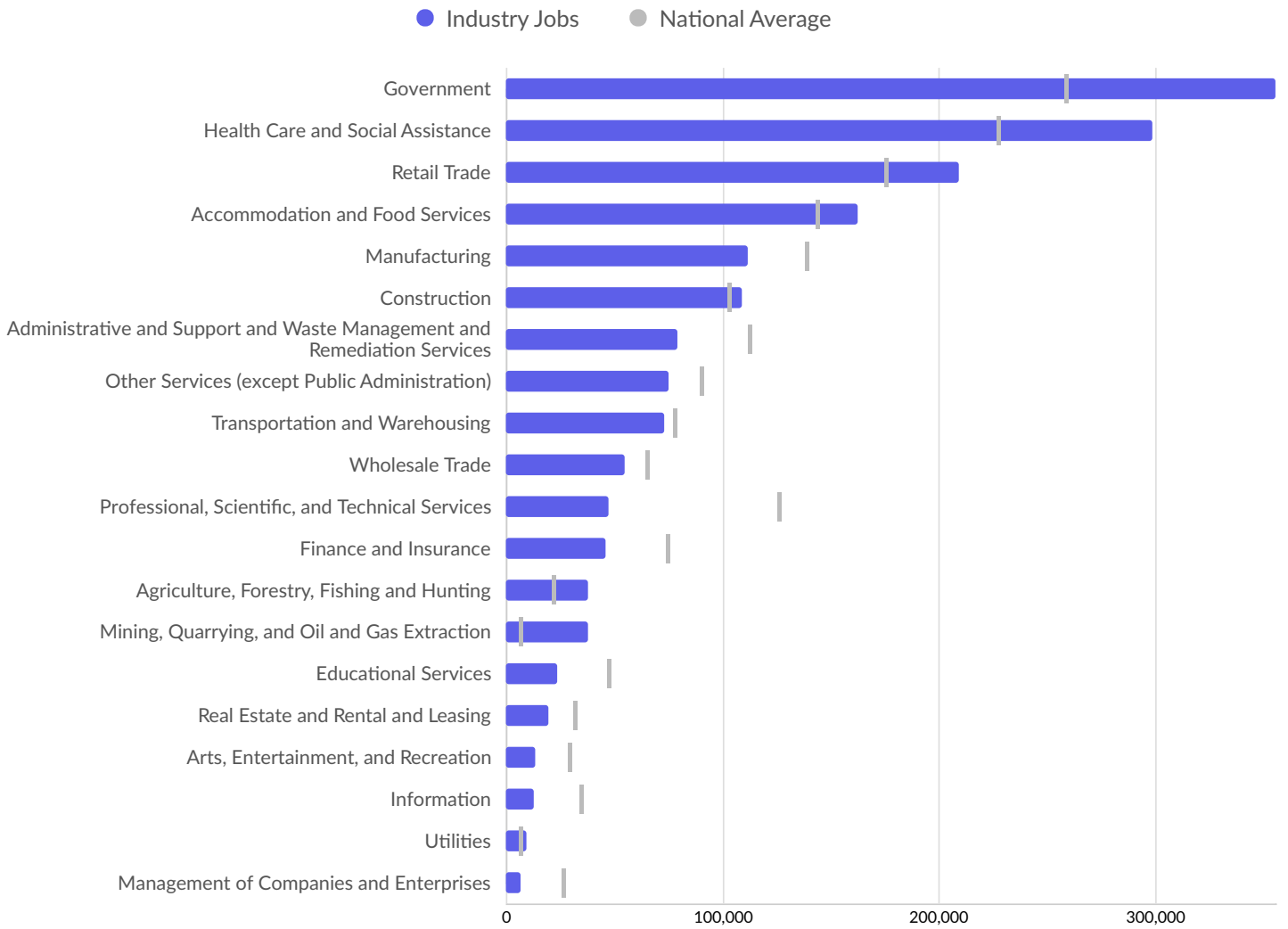
**Top Following Counties****Migrations**

Midland County, TX

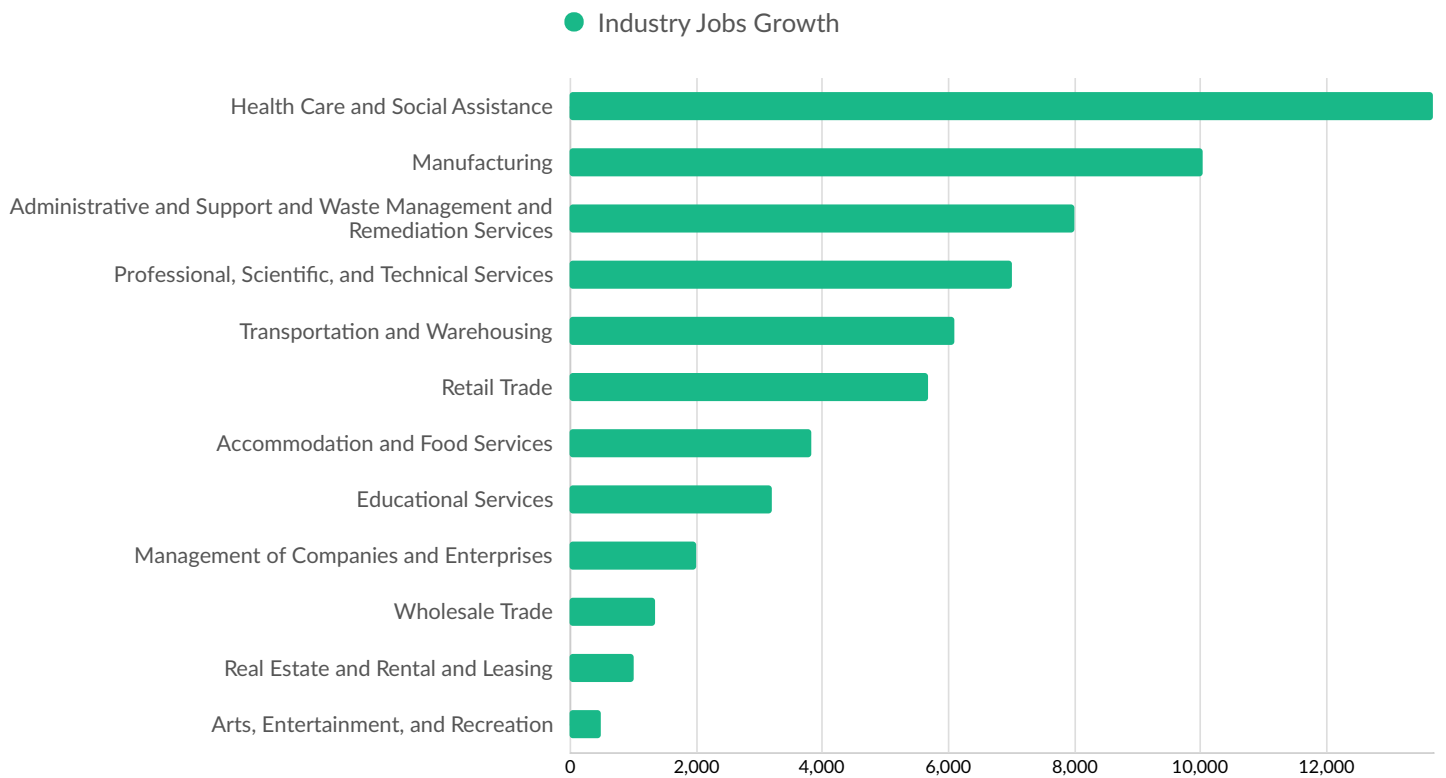
1,247

# Industry Characteristics

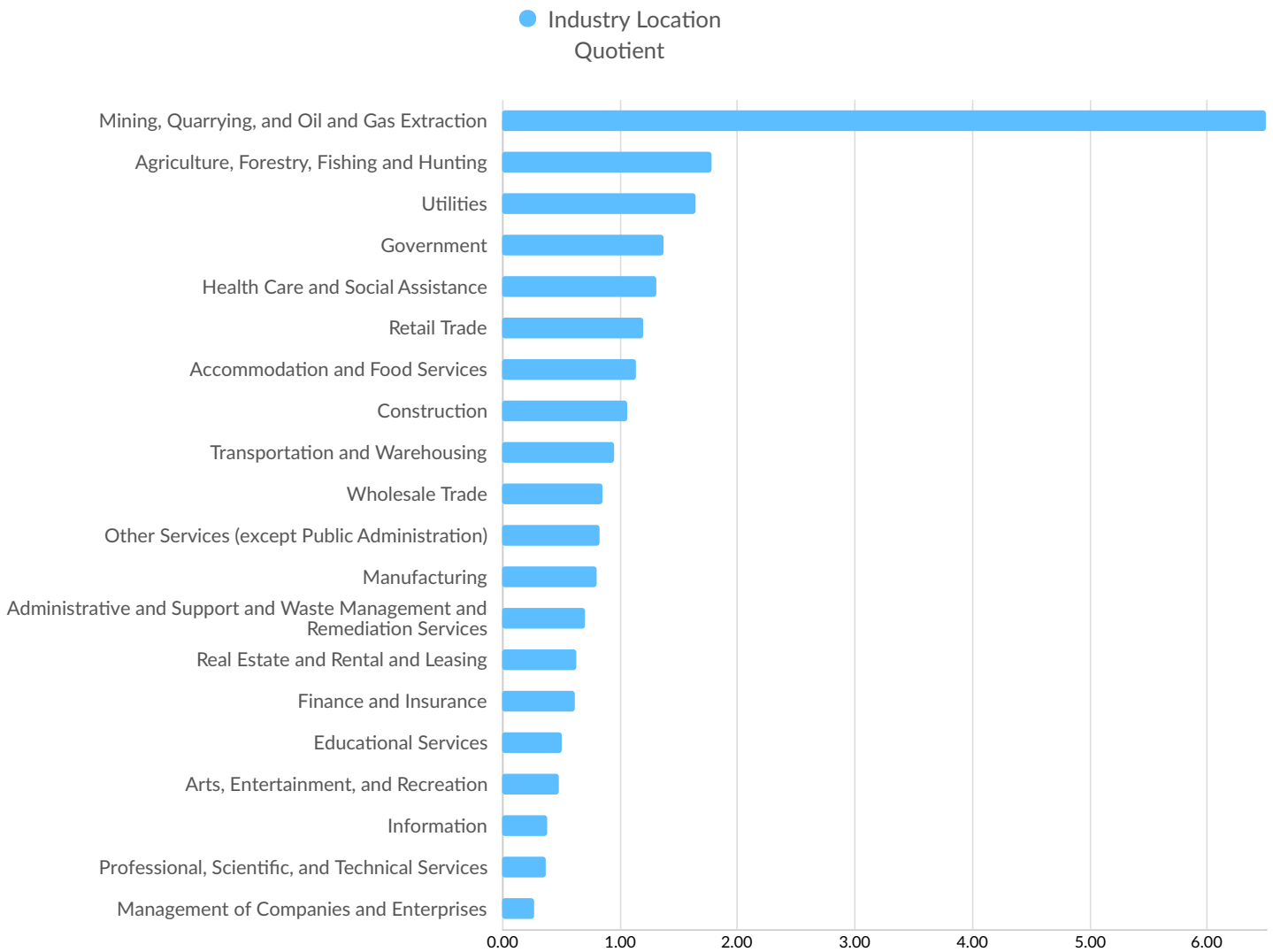
## Largest Industries



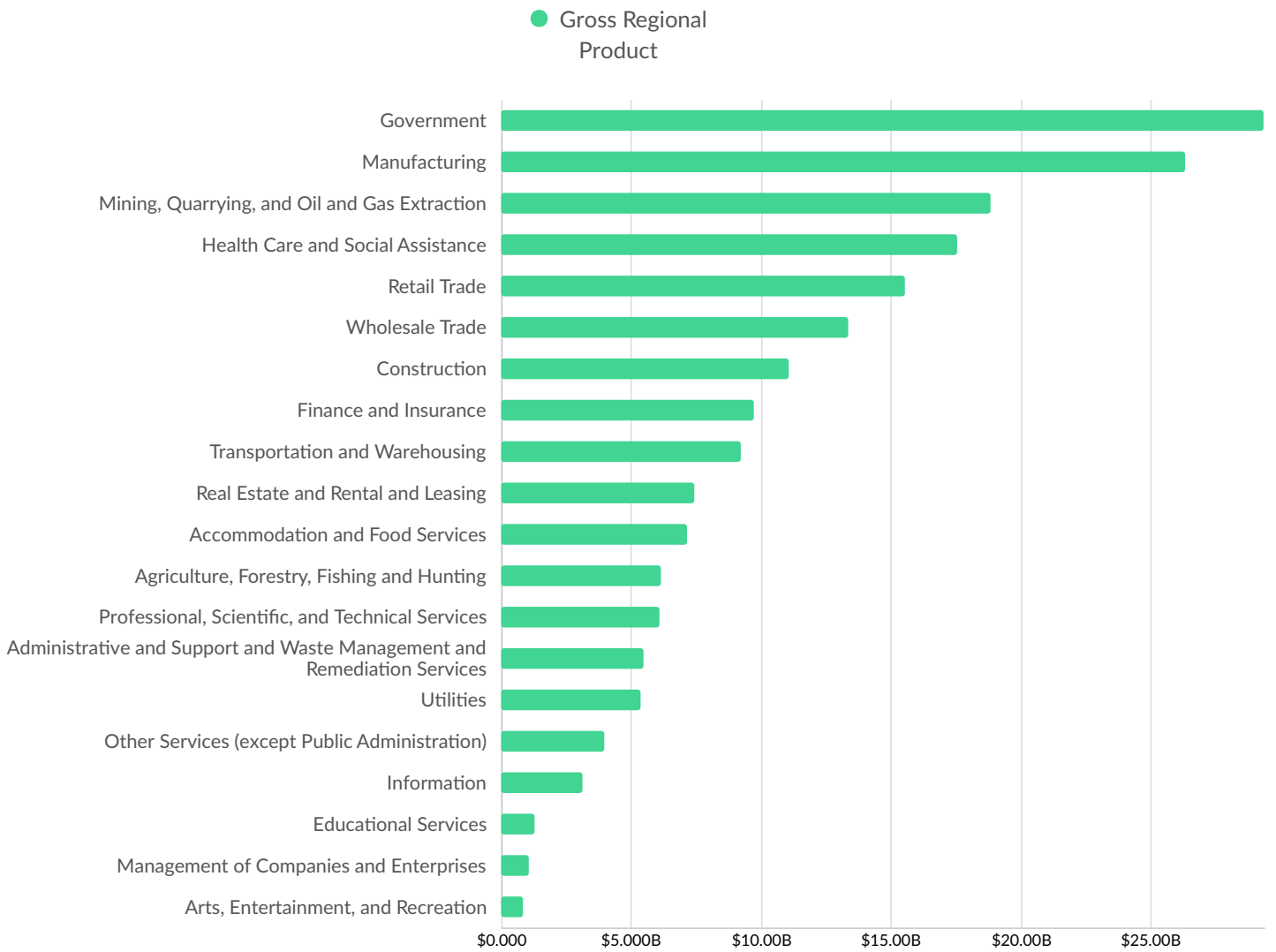
## Top Growing Industries



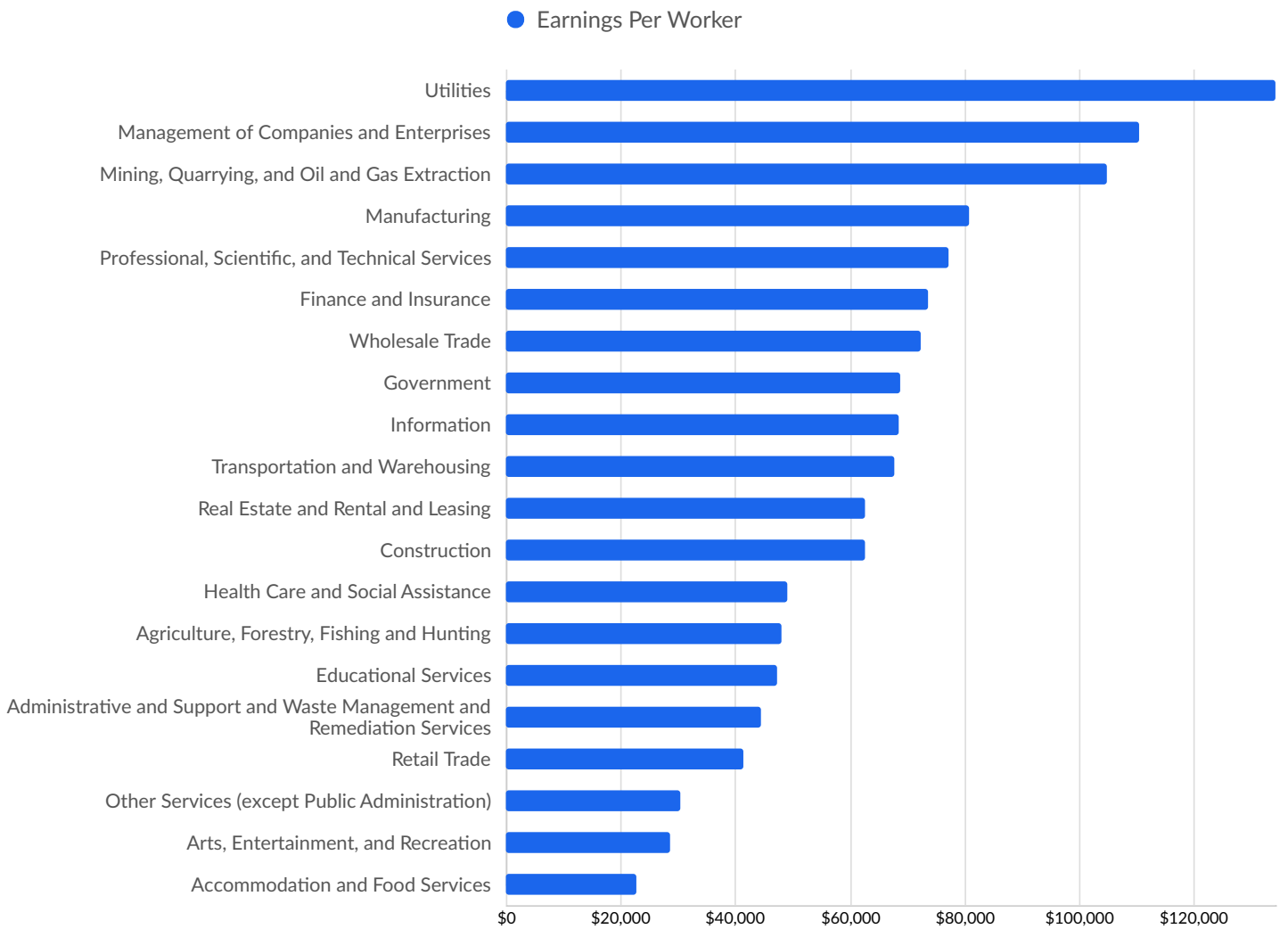
## Top Industry Location Quotient



## Top Industry GRP



## Top Industry Earnings

























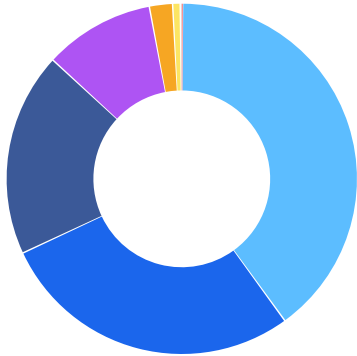
## Business Characteristics

### 168,880 Companies Employ Your Workers

Online profiles for your workers mention 168,880 companies as employers, with the top 10 appearing below. In the last 12 months, 21,185 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Texas A&M University	5,665 	CHRISTUS Health	6,876 
Walmart	5,593 	Walmart	4,172 
United States Air Force	5,568 	HCA Healthcare	3,118 
H-E-B	3,864 	Dollar General	2,305 
U.S. Army	3,828 	State Of Texas	2,005 
University of Texas	3,733 	H-E-B	1,929 
Bisd	2,411 	Texas A&M University	1,802 
CHRISTUS Health	2,110 	Brookshire Grocery Company	1,703 
United States Navy	1,969 	CTG	1,685 
McDonald's	1,827 	UT Health	1,617 

## Business Size

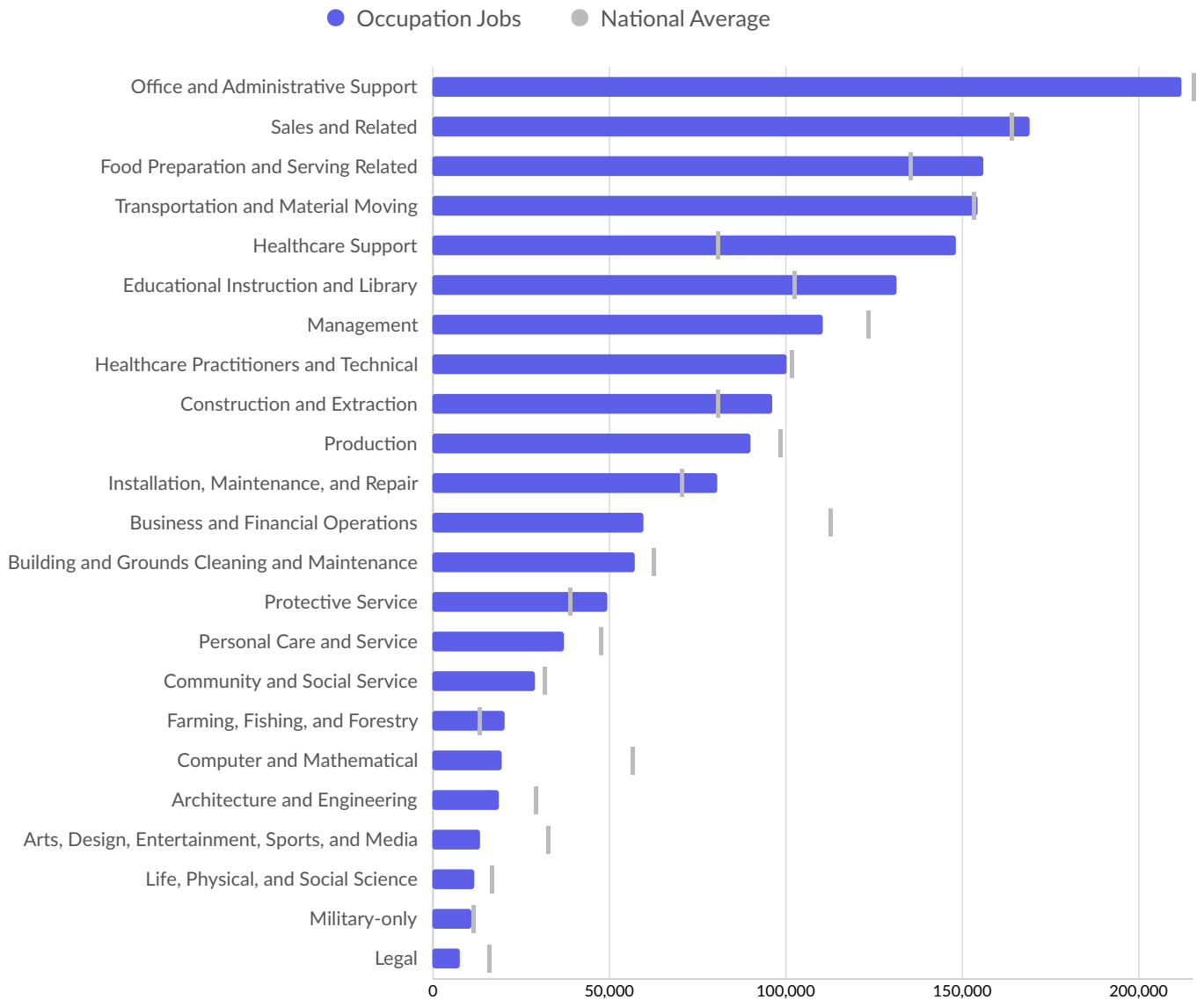


	Percentage	Business Count
● 1 to 4 employees	39.9%	63,580
● 5 to 9 employees	28.1%	44,669
● 10 to 19 employees	18.8%	29,934
● 20 to 49 employees	10.2%	16,211
● 50 to 99 employees	2.1%	3,396
● 100 to 249 employees	0.7%	1,107
● 250 to 499 employees	0.2%	239
● 500+ employees	0.1%	97

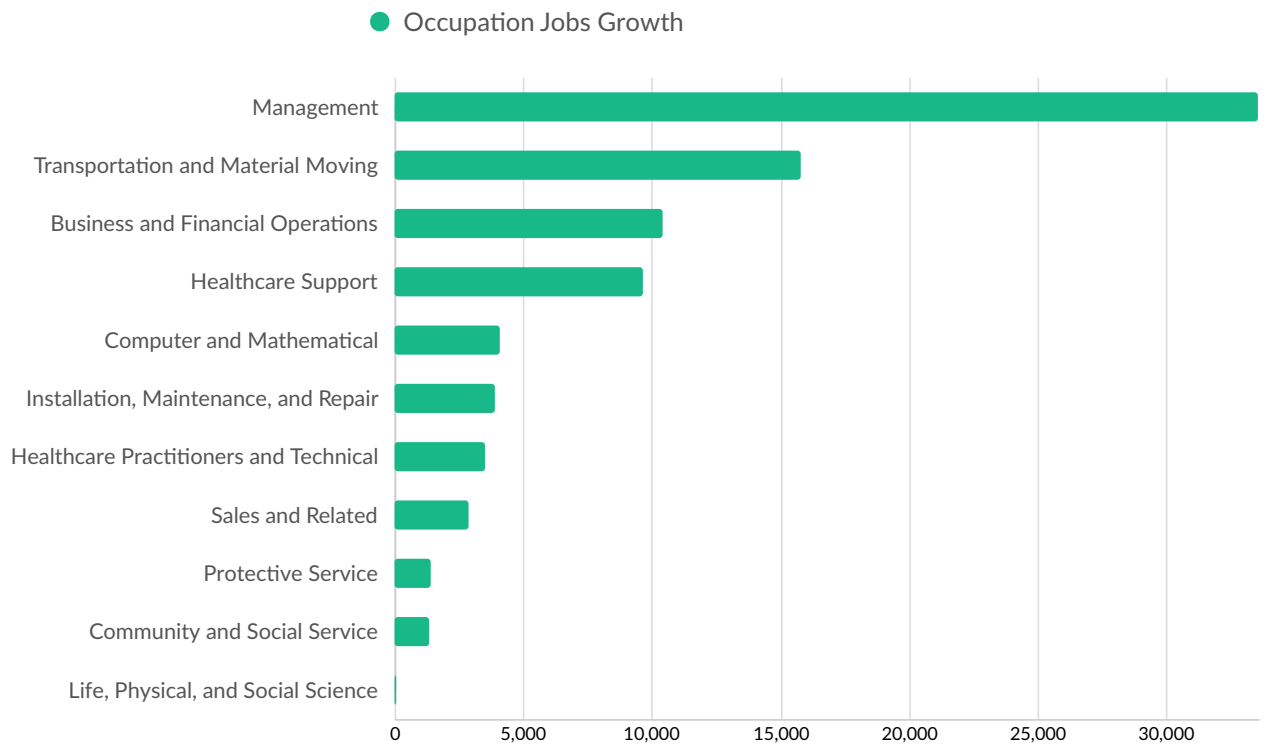
\*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

# Workforce Characteristics

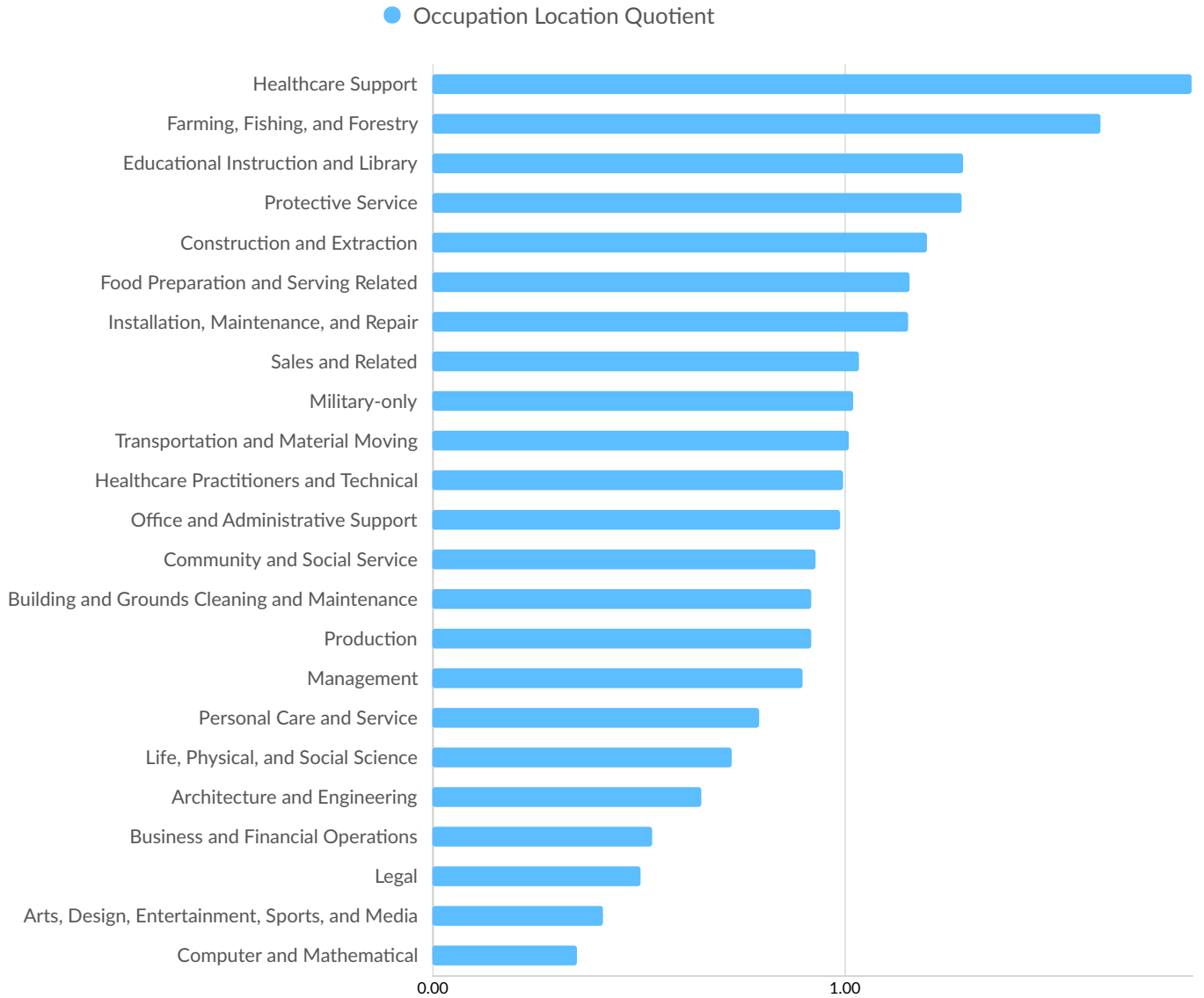
## Largest Occupations



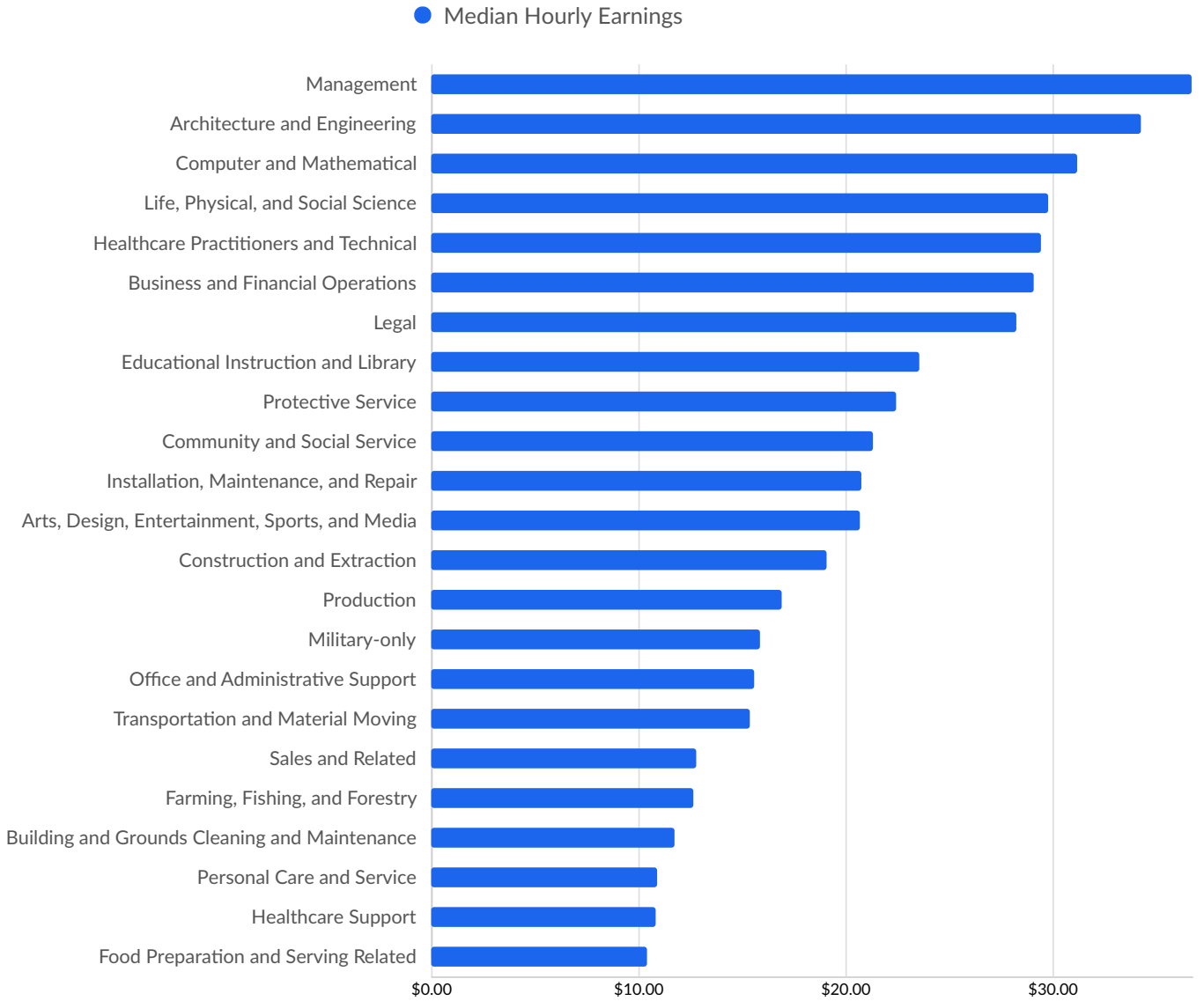
## Top Growing Occupations



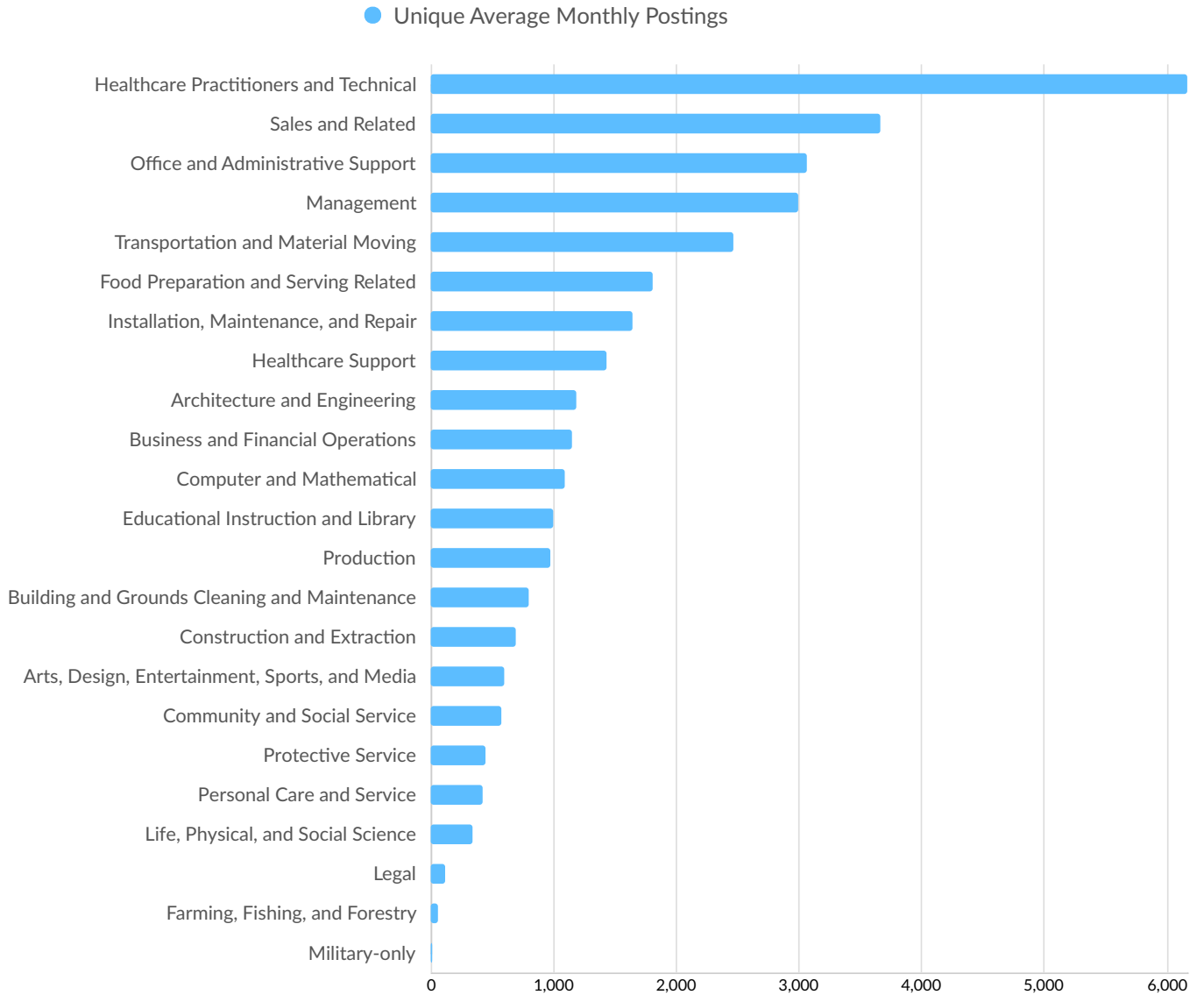
## Top Occupation Location Quotient



## Top Occupation Earnings



## Top Posted Occupations

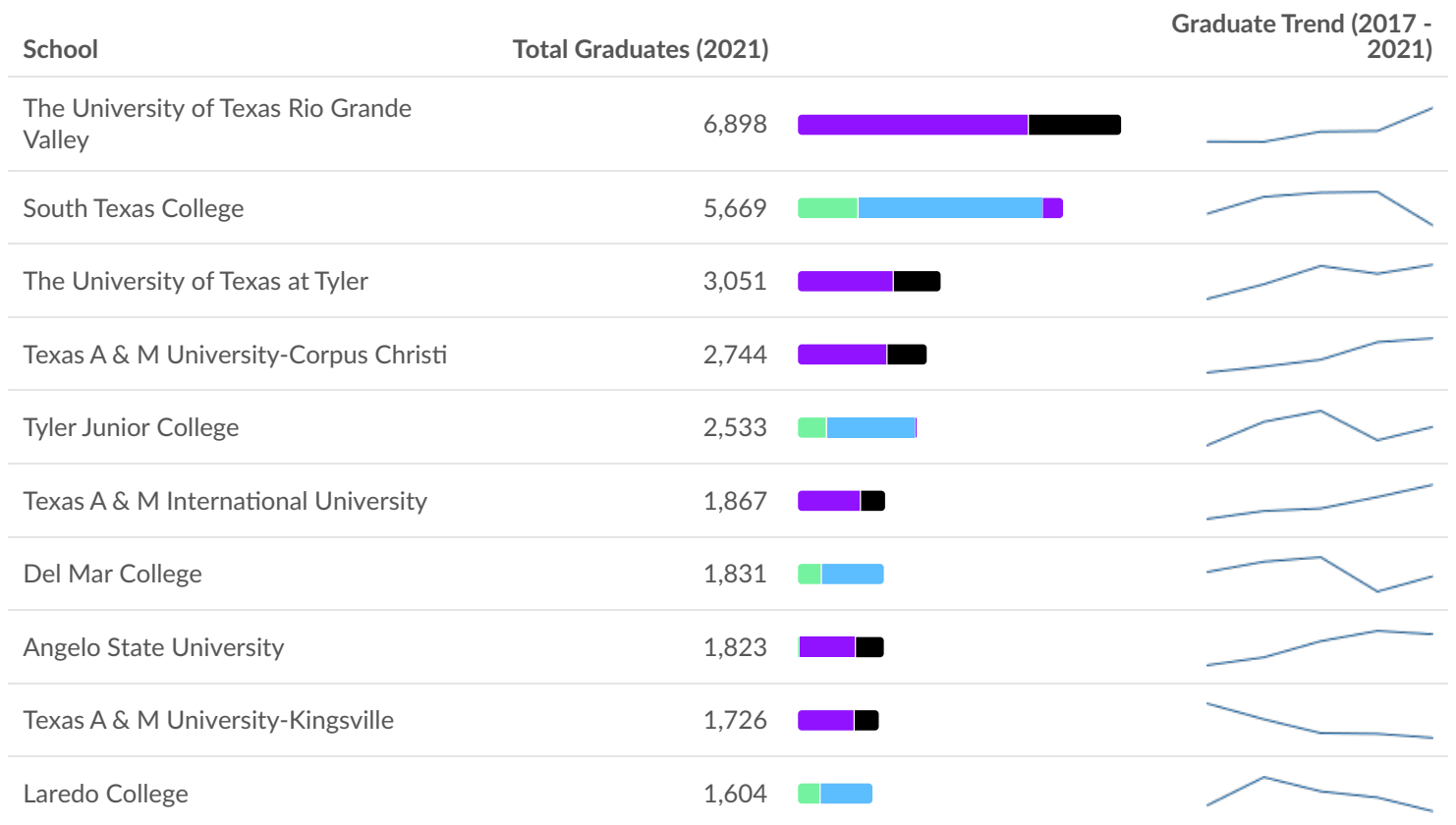


## Underemployment



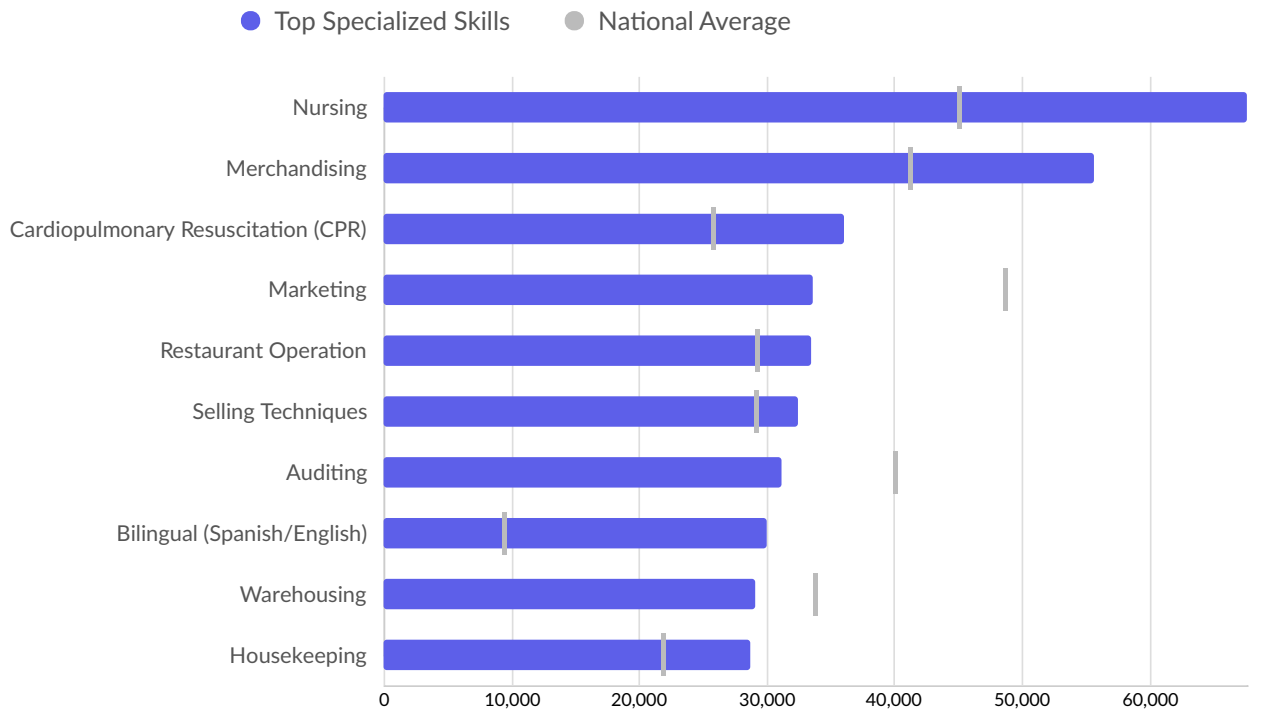
# Educational Pipeline

In 2021, there were 51,935 graduates in AEP-Served Texas Counties (AEP Texas & SWEPCO). This pipeline has grown by 8% over the last 5 years. The highest share of these graduates come from General Studies, Welding Technology/Welder, and Medical/Clinical Assistant.





# In-Demand Skills



## Appendix A (Geographies)

Code	Description
48007	Aransas County, TX
48013	Atascosa County, TX
48023	Baylor County, TX
48025	Bee County, TX
48037	Bowie County, TX
48043	Brewster County, TX
48045	Briscoe County, TX
48047	Brooks County, TX
48049	Brown County, TX
48055	Caldwell County, TX
48057	Calhoun County, TX
48059	Callahan County, TX

Code	Description
48061	Cameron County, TX
48063	Camp County, TX
48067	Cass County, TX
48075	Childress County, TX
48081	Coke County, TX
48083	Coleman County, TX
48087	Collingsworth County, TX
48089	Colorado County, TX
48095	Concho County, TX
48101	Cottle County, TX
48103	Crane County, TX
48105	Crockett County, TX

Code	Description
48123	DeWitt County, TX
48125	Dickens County, TX
48127	Dimmit County, TX
48129	Donley County, TX
48131	Duval County, TX
48133	Eastland County, TX
48137	Edwards County, TX
48151	Fisher County, TX
48155	Foard County, TX
48159	Franklin County, TX
48163	Frio County, TX
48171	Gillespie County, TX

Code	Description
48175	Goliad County, TX
48177	Gonzales County, TX
48179	Gray County, TX
48183	Gregg County, TX
48187	Guadalupe County, TX
48191	Hall County, TX
48197	Hardeman County, TX
48203	Harrison County, TX
48207	Haskell County, TX
48215	Hidalgo County, TX
48223	Hopkins County, TX
48235	Irion County, TX

Code	Description
48239	Jackson County, TX
48243	Jeff Davis County, TX
48247	Jim Hogg County, TX
48249	Jim Wells County, TX
48253	Jones County, TX
48255	Karnes County, TX
48261	Kenedy County, TX
48263	Kent County, TX
48267	Kimble County, TX
48269	King County, TX
48271	Kinney County, TX
48273	Kleberg County, TX

Code	Description
48275	Knox County, TX
48283	La Salle County, TX
48297	Live Oak County, TX
48307	McCulloch County, TX
48311	McMullen County, TX
48315	Marion County, TX
48319	Mason County, TX
48321	Matagorda County, TX
48323	Maverick County, TX
48325	Medina County, TX
48327	Menard County, TX
48343	Morris County, TX

Code	Description
48345	Motley County, TX
48353	Nolan County, TX
48355	Nueces County, TX
48365	Panola County, TX
48371	Pecos County, TX
48377	Presidio County, TX
48379	Rains County, TX
48383	Reagan County, TX
48385	Real County, TX
48387	Red River County, TX
48389	Reeves County, TX
48391	Refugio County, TX

Code	Description
48399	Runnels County, TX
48401	Rusk County, TX
48409	San Patricio County, TX
48413	Schleicher County, TX
48417	Shackelford County, TX
48419	Shelby County, TX
48423	Smith County, TX
48427	Starr County, TX
48429	Stephens County, TX
48431	Sterling County, TX
48433	Stonewall County, TX
48435	Sutton County, TX

Code	Description
48441	Taylor County, TX
48447	Throckmorton County, TX
48449	Titus County, TX
48451	Tom Green County, TX
48459	Upshur County, TX
48461	Upton County, TX
48463	Uvalde County, TX
48465	Val Verde County, TX
48467	Van Zandt County, TX
48469	Victoria County, TX

Code	Description
48479	Webb County, TX
48481	Wharton County, TX
48483	Wheeler County, TX
48487	Wilbarger County, TX
48489	Willacy County, TX
48493	Wilson County, TX
48499	Wood County, TX
48505	Zapata County, TX
48507	Zavala County, TX