



# Kentucky Power-Served Counties



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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	See Appendix A for all 20 Counties	

## Class of Worker

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

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

# Economy Overview

425,874

Population (2024)

Population **decreased by 5,003** over the last 5 years and is projected to **decrease by 7,710** over the next 5 years.

144,452

Total Regional Employment

Jobs **grew by 4,763** over the last 5 years and are projected to **grow by 3,326** over the next 5 years.

\$58.4K

Avg. Earnings Per Job (2024)

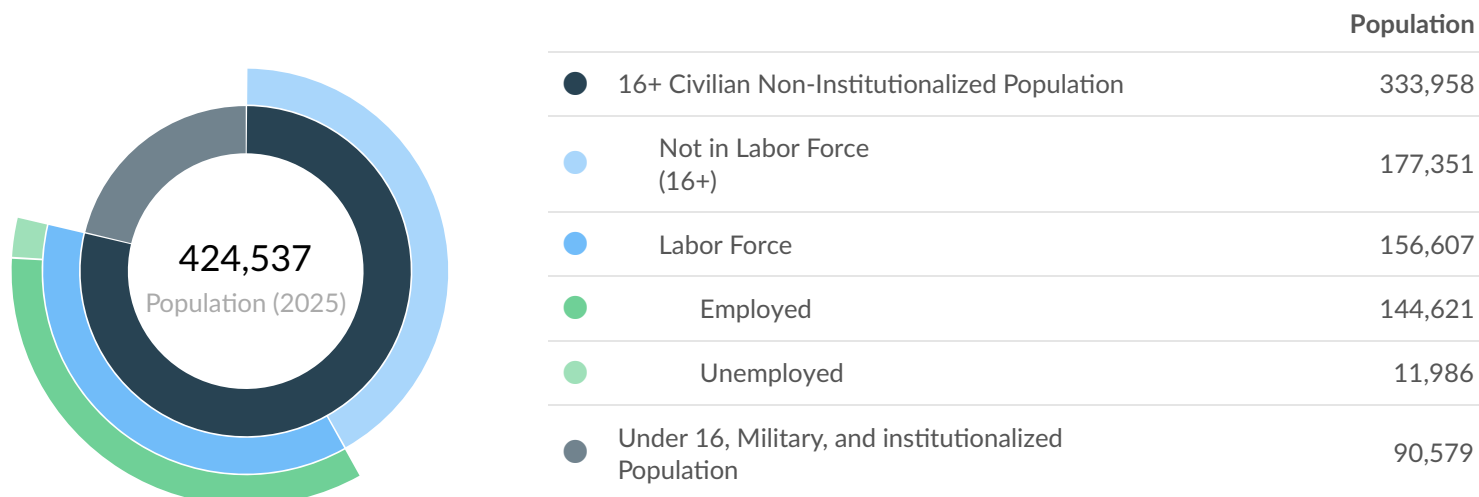
Regional average earnings per job are **\$26.6K below** the national average earnings of \$85.0K per job.

## Takeaways

- As of 2024 the region's population **declined by 1.2%** since 2019, falling by 5,003. Population is expected to **decrease by 1.8%** between 2024 and 2029, losing 7,710.
- From 2019 to 2024, jobs **increased by 3.4%** in Kentucky Power-Served Counties from 139,689 to 144,452. This change **fell short of the national growth rate of 3.9% by 0.5%**. As the number of jobs increased, the **labor force participation rate increased from 42.1% to 43.0% between 2019 and 2024**.
- Concerning educational attainment, **8.7% of the selected regions' residents possess a Bachelor's Degree** (12.8% below the national average), and **9.2% hold an Associate's Degree** (0.3% above the national average).
- The top three industries in 2024 are Education and Hospitals (Local Government), General Medical and Surgical Hospitals, and Restaurants and Other Eating Places.

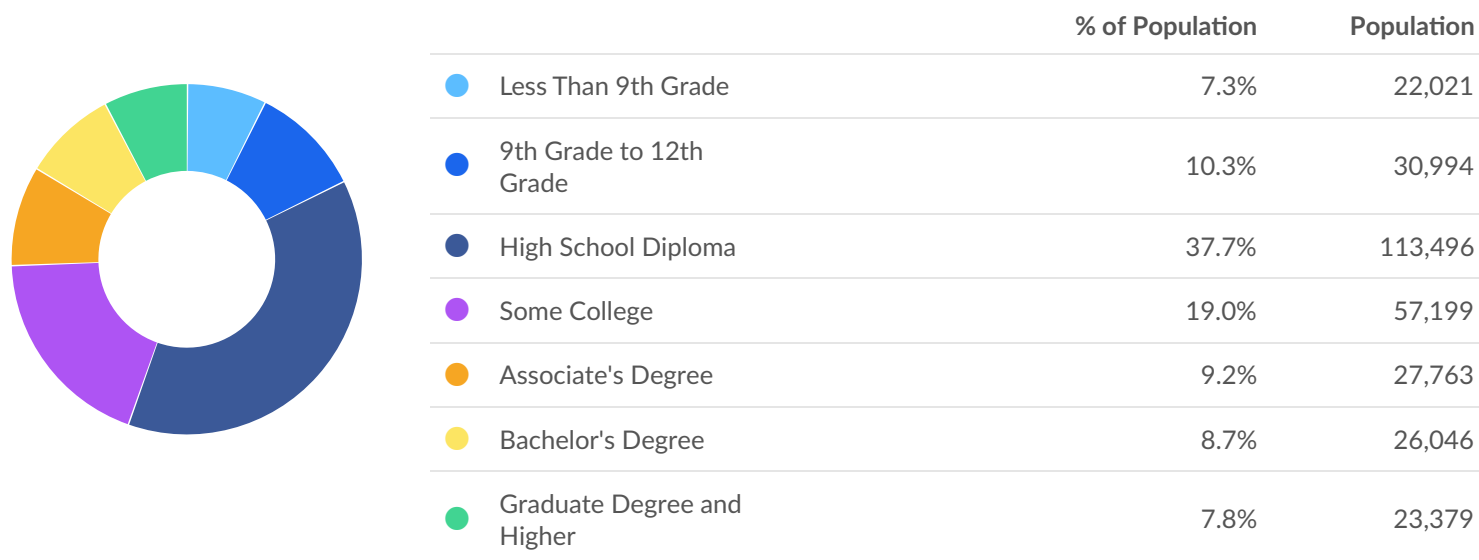
	Population (2025)	Labor Force (Feb 2025)	Jobs (2024)	Cost of Living	GRP	Imports	Exports
Region	424,537	156,607	144,452	87.8	\$17.01B	\$26.61B	\$25.99B
State	4,560,220	2,124,836	2,252,781	92.5	\$278.90B	\$306.84B	\$356.77B

## Feb 2025 Labor Force Breakdown



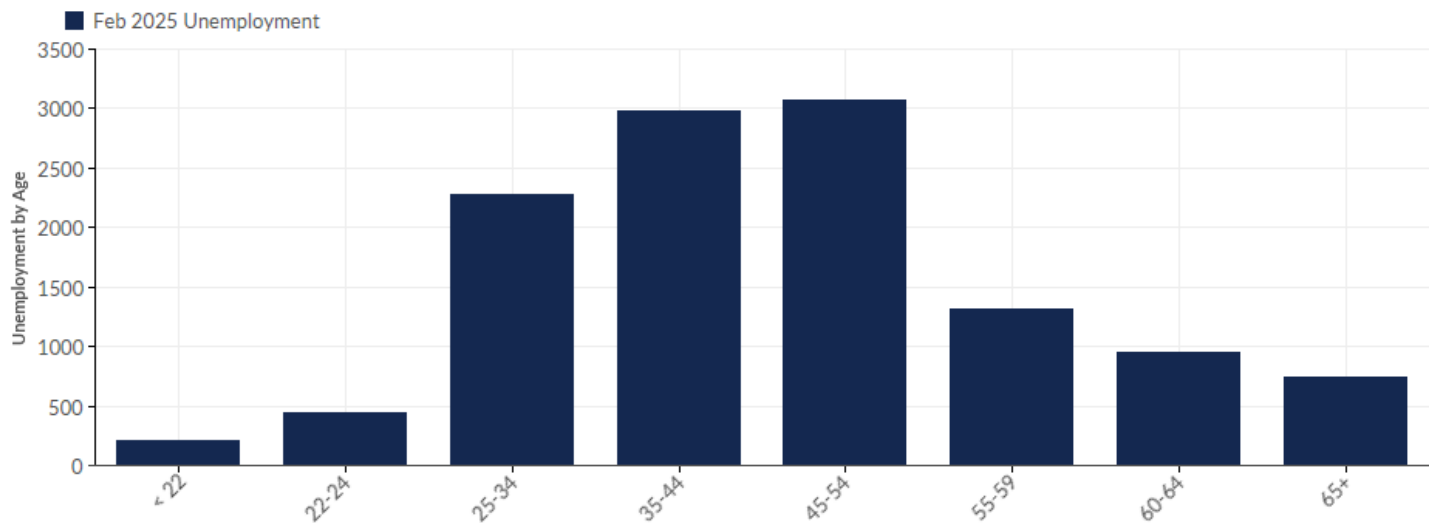
## Educational Attainment

Concerning educational attainment, **8.7% of the selected regions' residents possess a Bachelor's Degree** (12.8% below the national average), and **9.2% hold an Associate's Degree** (0.3% above the national average).



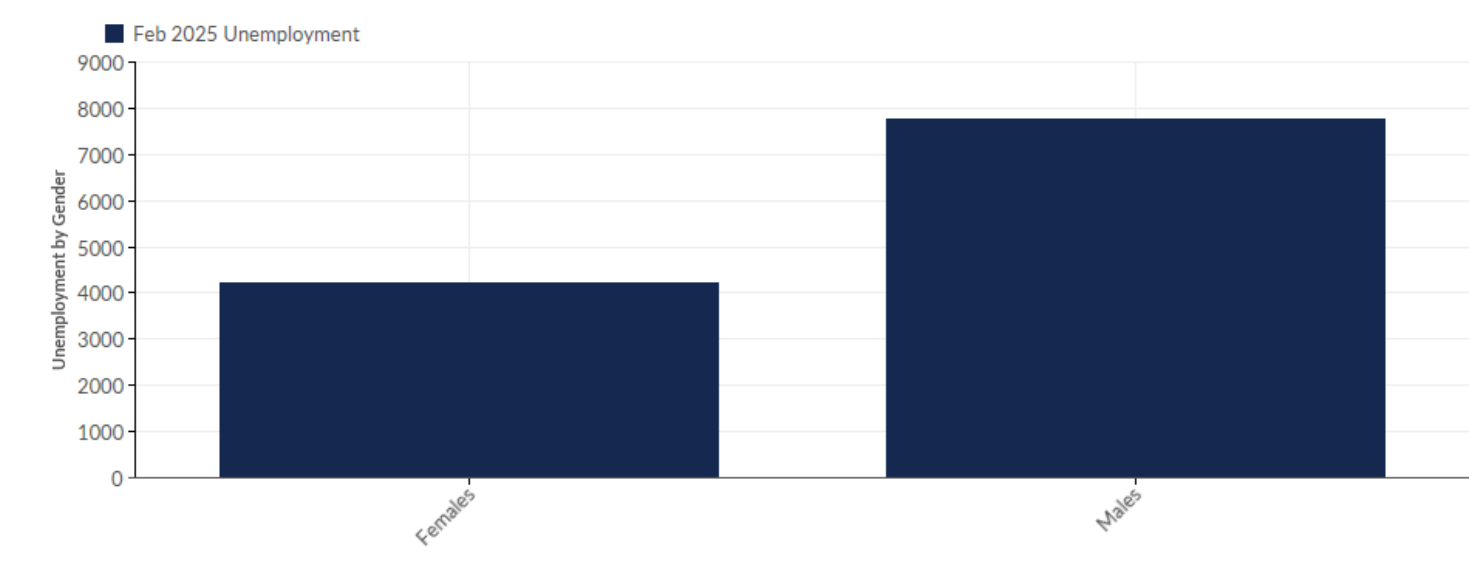
# Unemployment by Demographics

## Unemployment by Age



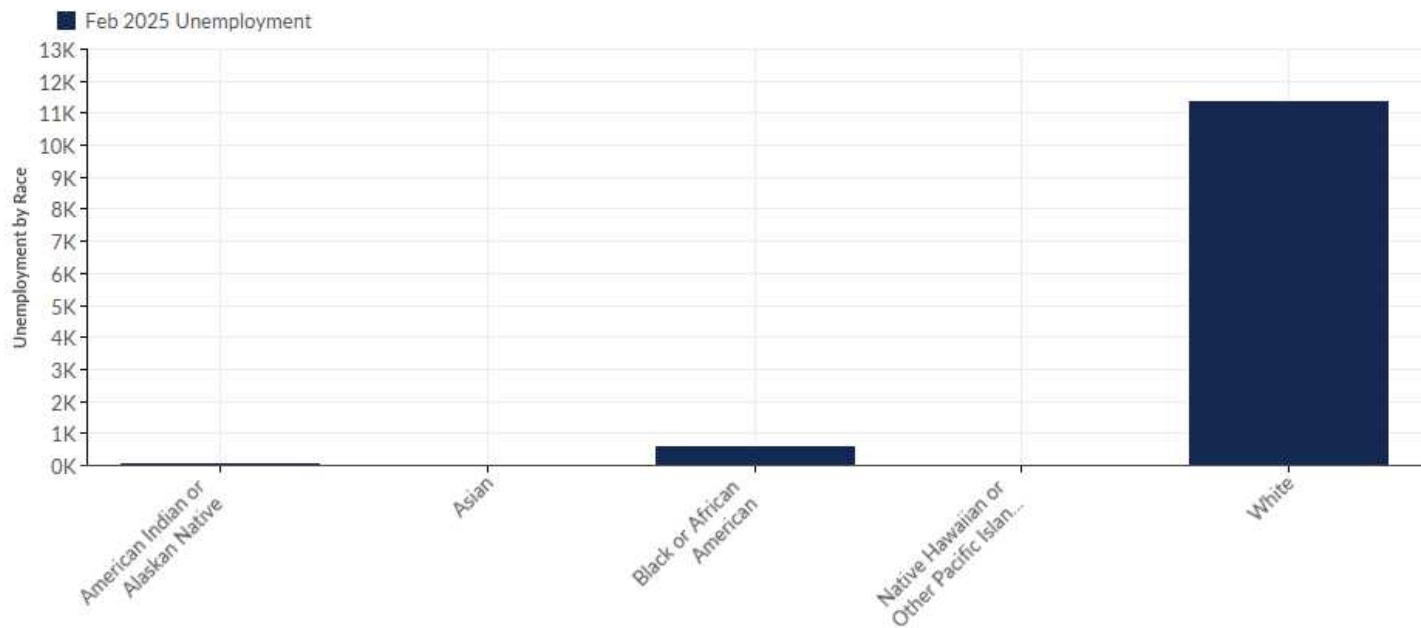
Age	Unemployment (Feb 2025)	% of Unemployed
< 22	214	1.79%
22-24	436	3.64%
25-34	2,271	18.95%
35-44	2,984	24.90%
45-54	3,072	25.63%
55-59	1,317	10.99%
60-64	952	7.94%
65+	740	6.17%
Total	11,986	100.00%

## Unemployment by Gender



Gender	Unemployment (Feb 2025)	% of Unemployed
Females	4,218	35.19%
Males	7,768	64.81%
Total	11,986	100.00%

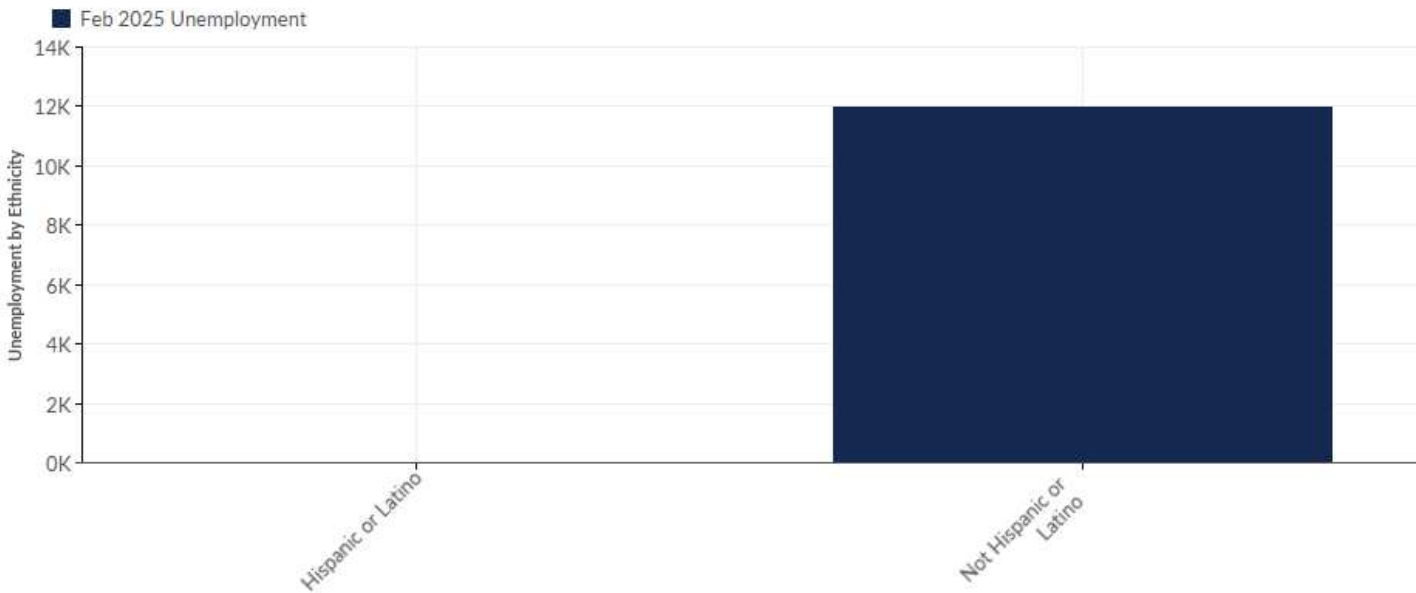
## Unemployment by Race



Race	Unemployment (Feb 2025)	% of Unemployed
American Indian or Alaskan Native	55	0.46%
Asian	9	0.08%
Black or African American	588	4.91%
Native Hawaiian or Other Pacific Islander	0	0.00%
White	11,334	94.56%
Total	11,986	100.00%



Unemployment by Ethnicity

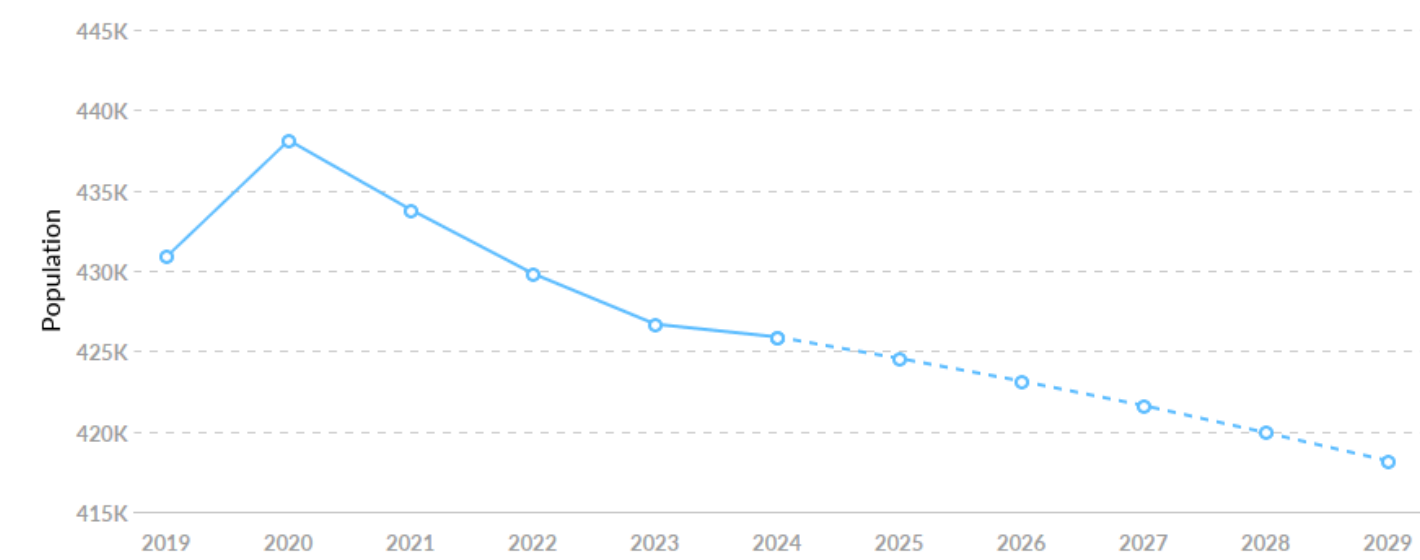


Ethnicity	Unemployment (Feb 2025)	% of Unemployed
Hispanic or Latino	14	0.12%
Not Hispanic or Latino	11,972	99.88%
Total	11,986	100.00%

# Historic & Projected Trends

## Population Trends

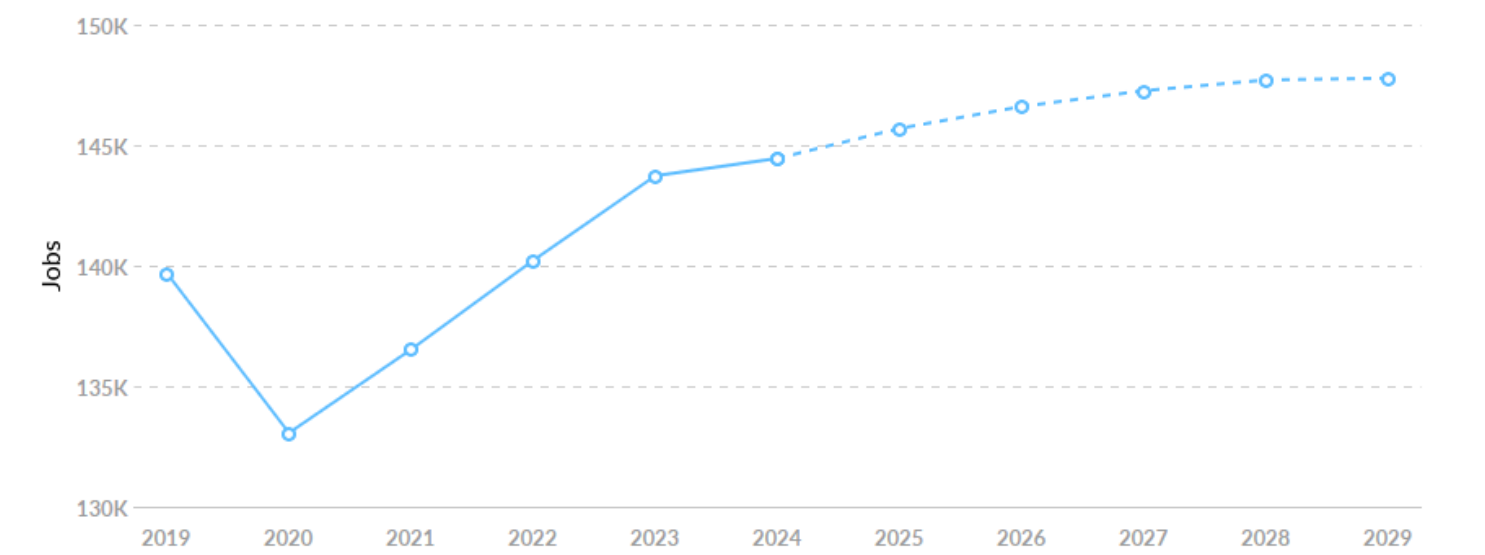
As of 2024 the region's population **declined by 1.2%** since 2019, falling by 5,003. Population is expected to **decrease by 1.8%** between 2024 and 2029, losing 7,710.



Timeframe	Population
2019	430,877
2020	438,111
2021	433,790
2022	429,815
2023	426,672
2024	425,874
2025	424,537
2026	423,127
2027	421,605
2028	419,917
2029	418,164

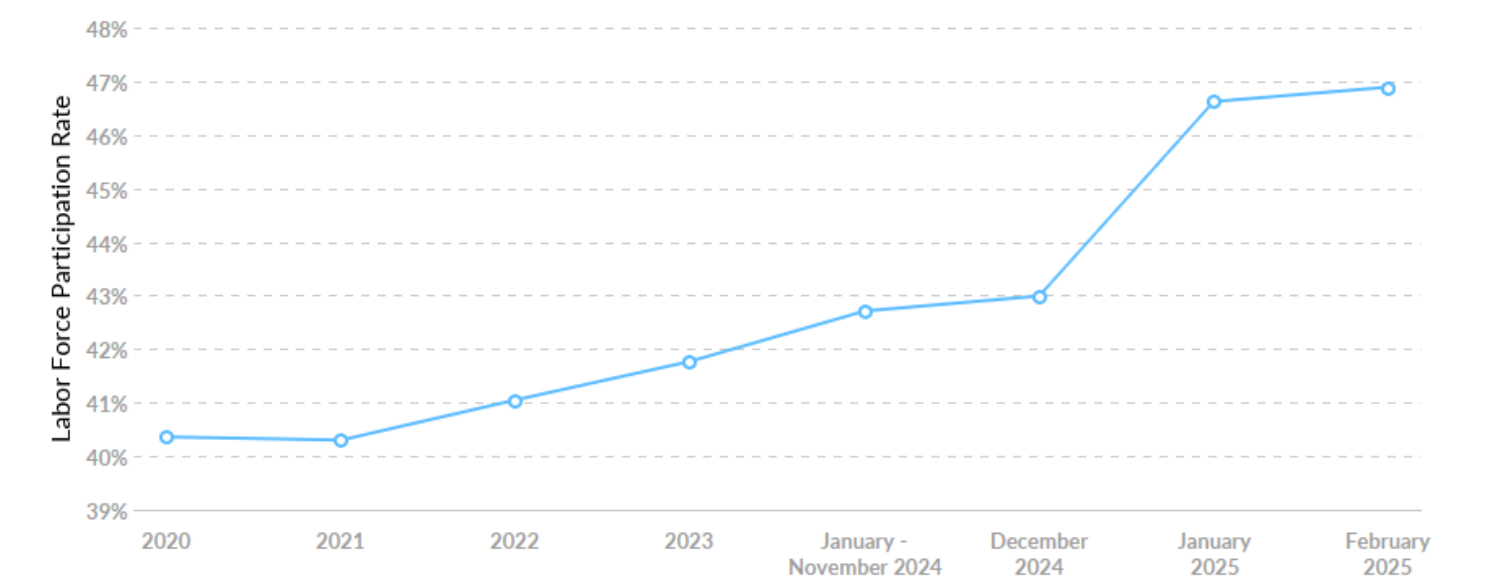
## Job Trends

From 2019 to 2024, jobs **increased by 3.4%** in Kentucky Power-Served Counties from 139,689 to **144,452**. This change **fell short of the national growth rate of 3.9% by 0.5%**.



Timeframe	Jobs
2019	139,689
2020	133,059
2021	136,522
2022	140,218
2023	143,730
2024	144,452
2025	145,696
2026	146,606
2027	147,261
2028	147,706
2029	147,778

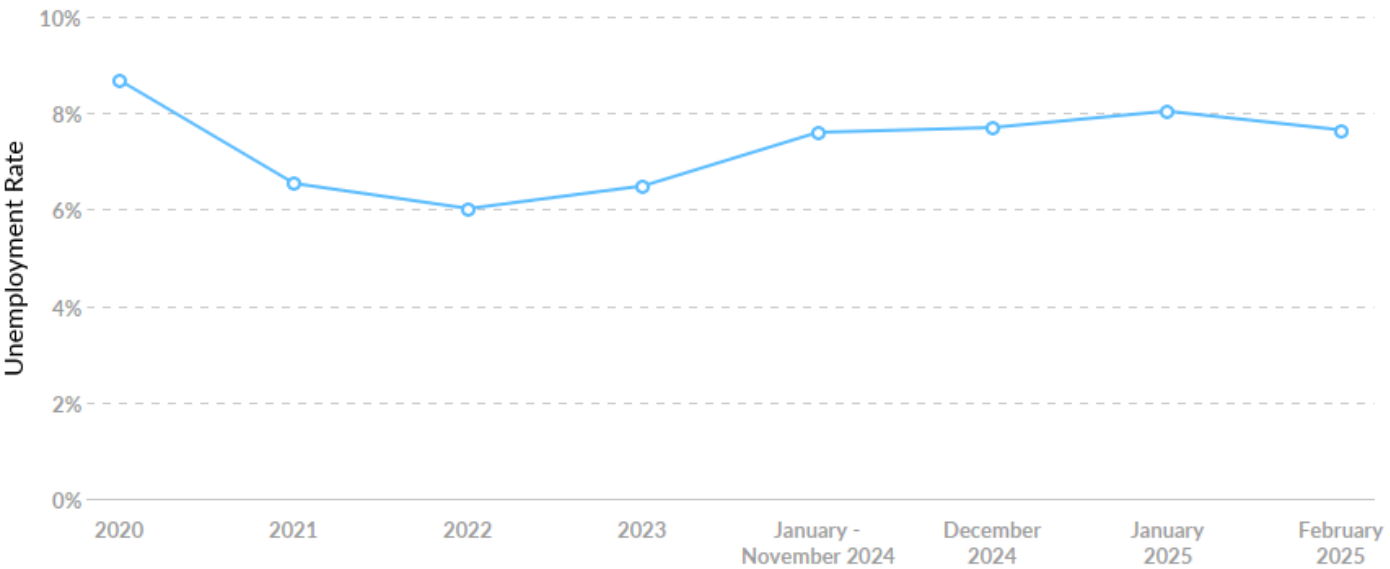
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2020	40.36%
2021	40.30%
2022	41.05%
2023	41.77%
January - November 2024	42.71%
December 2024	42.99%
January 2025	46.62%
February 2025	46.89%

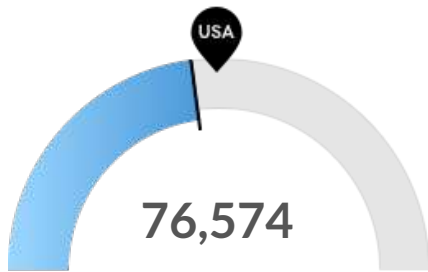
## Unemployment Rate Trends

Your areas had a February 2025 unemployment rate of 7.65%, decreasing from 8.68% 5 years before.



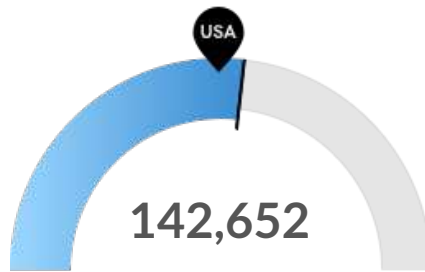
Timeframe	Unemployment Rate
2020	8.68%
2021	6.54%
2022	6.02%
2023	6.49%
January - November 2024	7.60%
December 2024	7.70%
January 2025	8.04%
February 2025	7.65%

## Population Characteristics



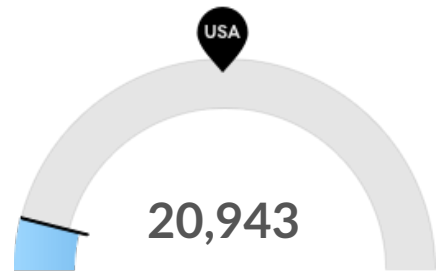
Millennials

Your area has 76,574 millennials (ages 25-39). The national average for an area this size is 86,693.



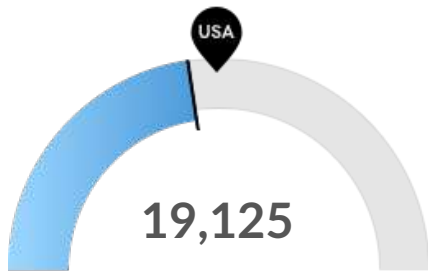
Retiring Soon

Retirement risk is high in your area. The national average for an area this size is 128,802 people 55 or older, while there are 142,652 here.



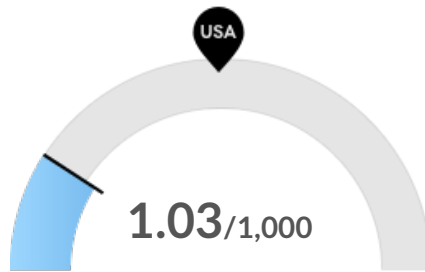
Racial Diversity

Racial diversity is low in your area. The national average for an area this size is 177,696 racially diverse people, while there are 20,943 here.



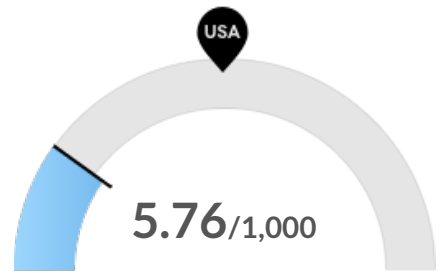
Veterans

Your area has 19,125 veterans. The national average for an area this size is 21,975.



Violent Crime

Your area has 1.03 violent crimes per 1,000 people. The national rate is 3.54 per 1,000 people.

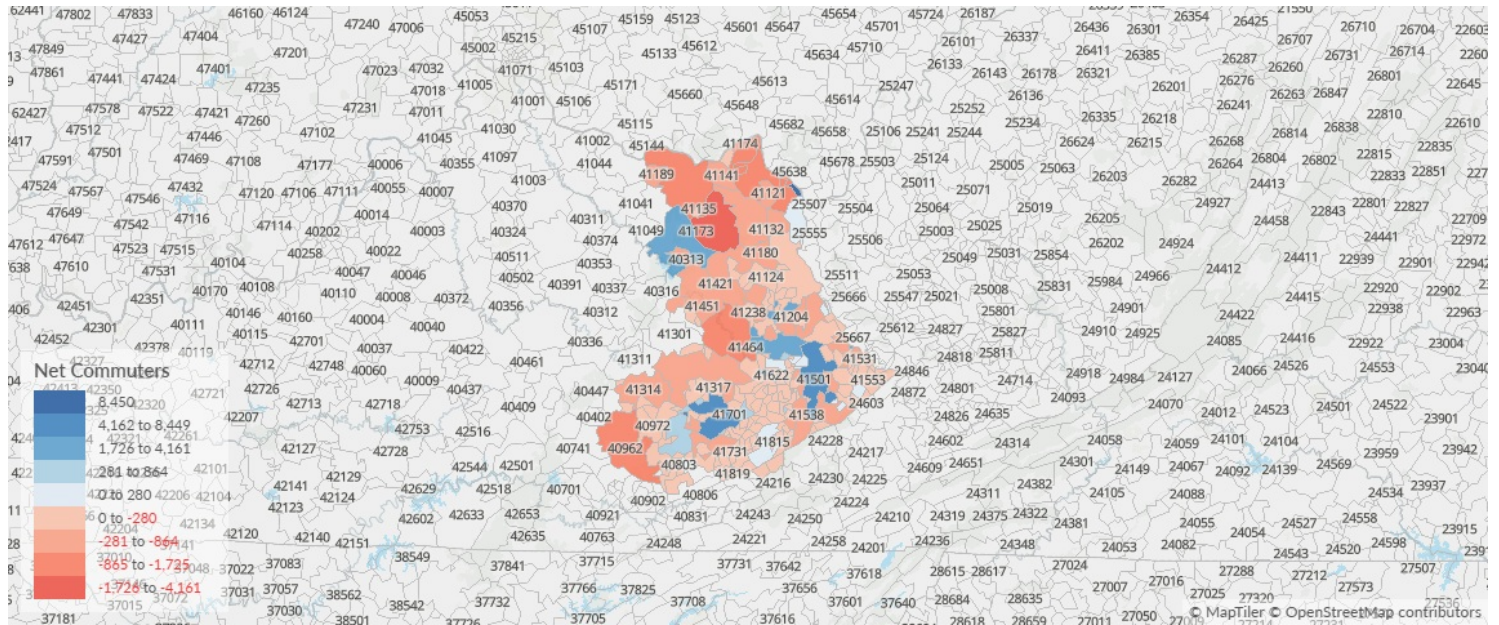


Property Crime

Your area has 5.76 property crimes per 1,000 people. The national rate is 18.02 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 40351.



### Where Talent Works

ZIP	Name	2024 Employment
41101	Ashland, KY (in Boyd co...	16,113
41501	Pikeville, KY (in Pike cou...	13,973
40351	Morehead, KY (in Rowa...	12,358
41701	Hazard, KY (in Perry cou...	10,172
41102	Ashland, KY (in Boyd co...	6,738

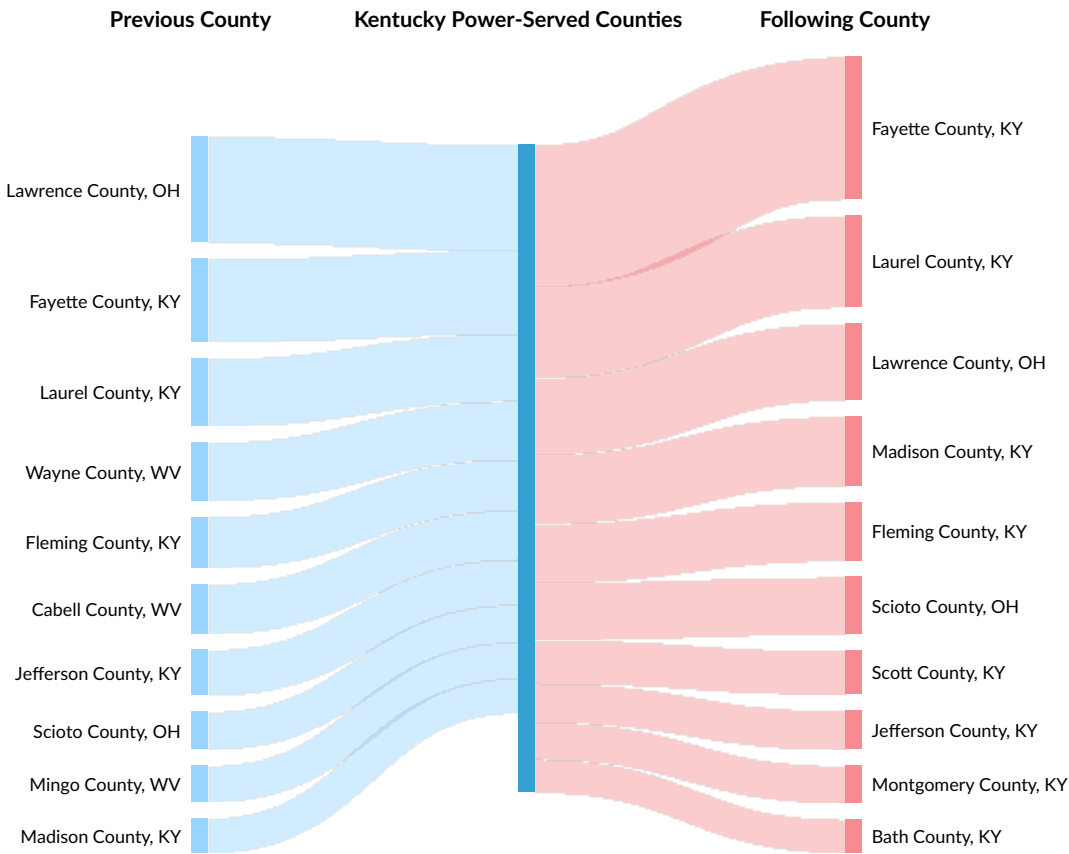
### Where Talent Lives

ZIP	Name	2024 Workers
40351	Morehead, KY (in Rowa...	10,376
41501	Pikeville, KY (in Pike cou...	8,522
41102	Ashland, KY (in Boyd co...	8,141
41101	Ashland, KY (in Boyd co...	7,663
40962	Manchester, KY (in Clay...	6,064

# 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 2022, 375 people have migrated from Lawrence County, OH to Kentucky Power-Served Counties. In the same year, 503 people left Kentucky Power-Served Counties migrating to Fayette County, KY. The total Net Migration for Kentucky Power-Served Counties in 2022 was -552.



Top Previous Counties	Migrations
Lawrence County, OH	375
Fayette County, KY	294
Laurel County, KY	238
Wayne County, WV	206
Fleming County, KY	179

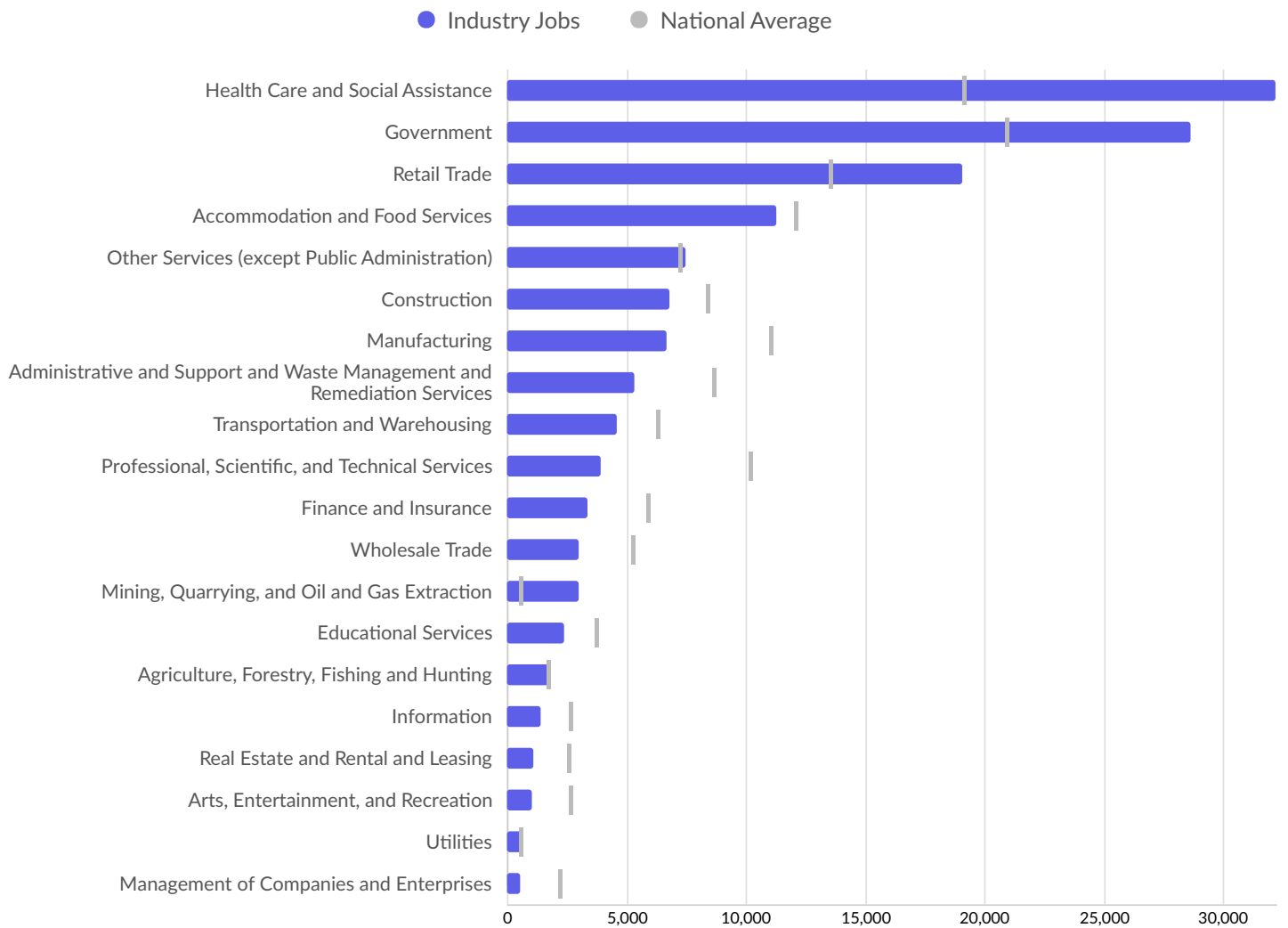


Top Previous Counties	Migrations
Cabell County, WV	174
Jefferson County, KY	160
Scioto County, OH	133
Mingo County, WV	127
Madison County, KY	122
Montgomery County, KY	110
Scott County, KY	107
Bath County, KY	90
Mason County, KY	71
Wolfe County, KY	69
Top Following Counties	Migrations
Fayette County, KY	503
Laurel County, KY	323
Lawrence County, OH	271
Madison County, KY	244
Fleming County, KY	208
Scioto County, OH	202
Scott County, KY	154
Jefferson County, KY	137
Montgomery County, KY	131
Bath County, KY	118
Marion County, IN	115
Wayne County, WV	115
Montgomery County, TN	109
Mingo County, WV	106

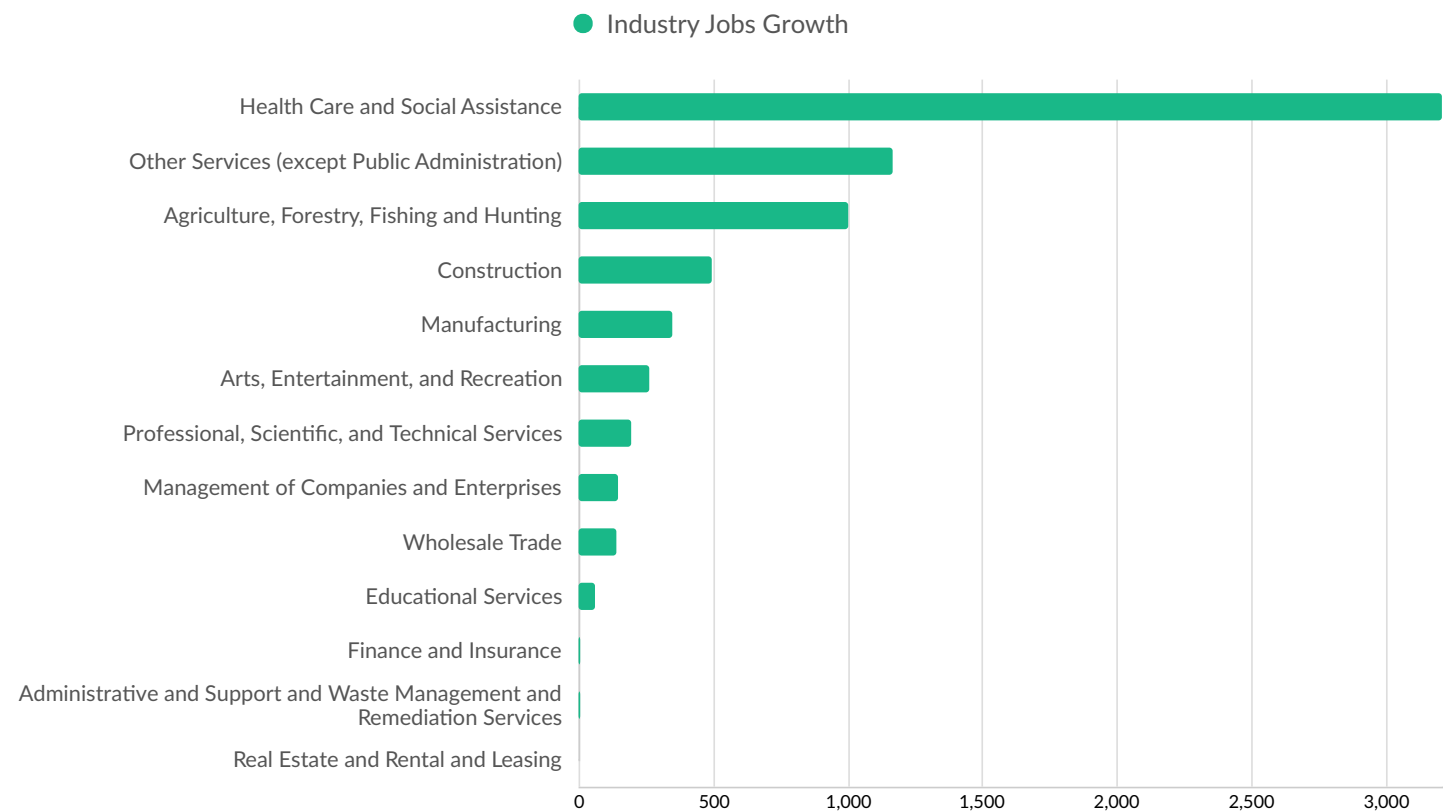
Top Following Counties	Migrations
Warren County, KY	97

# Industry Characteristics

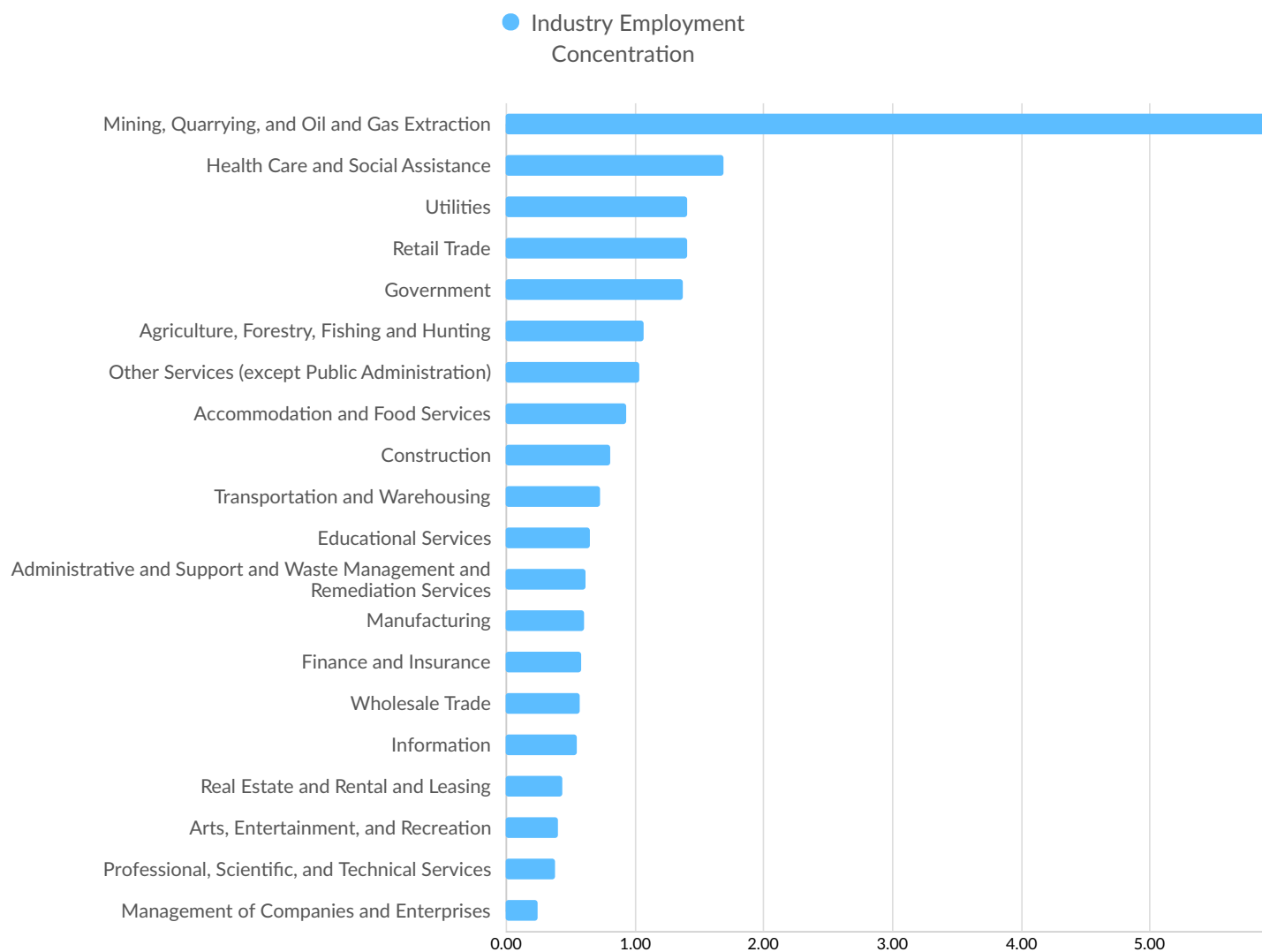
## Largest Industries



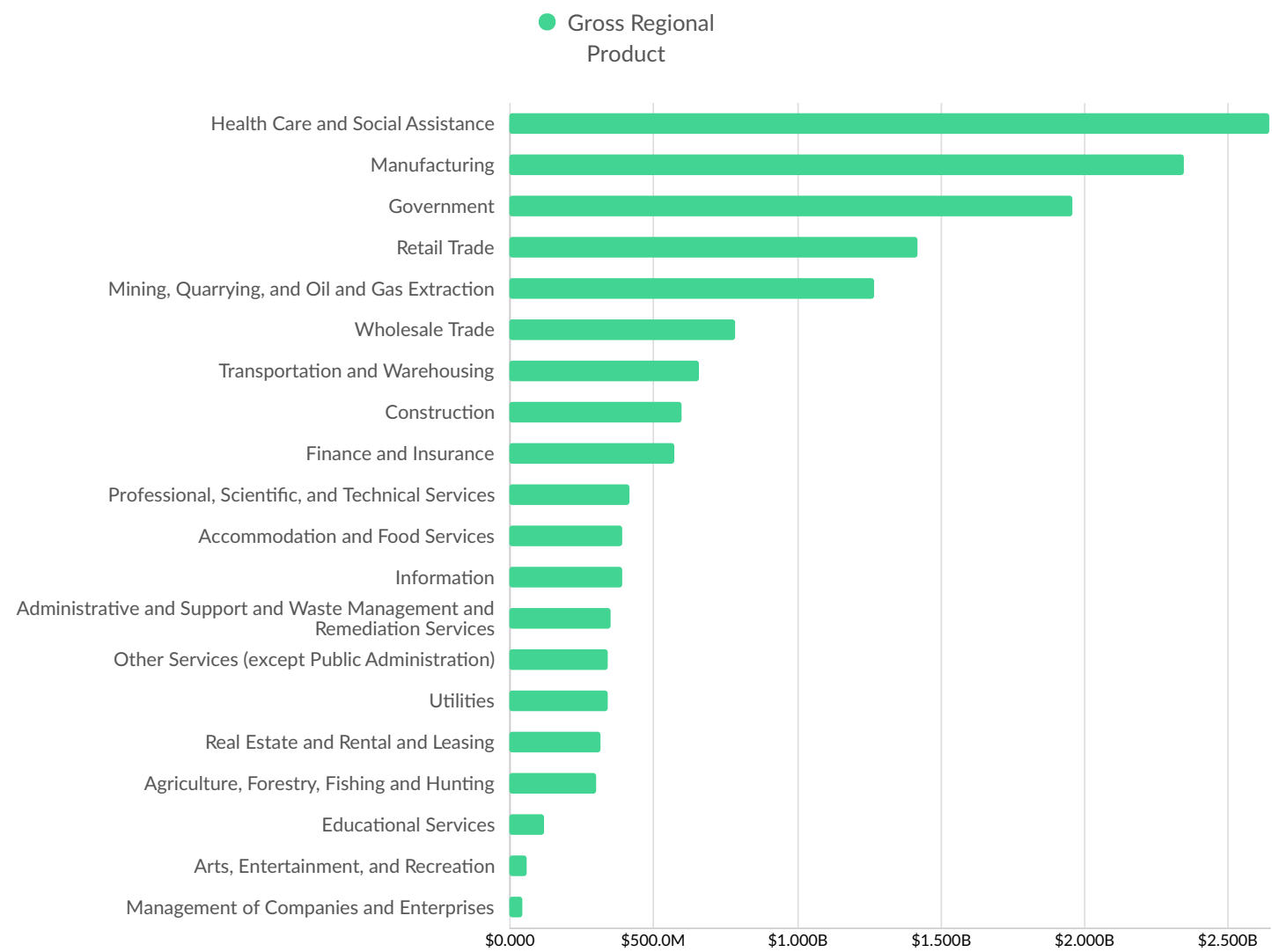
## Top Growing Industries



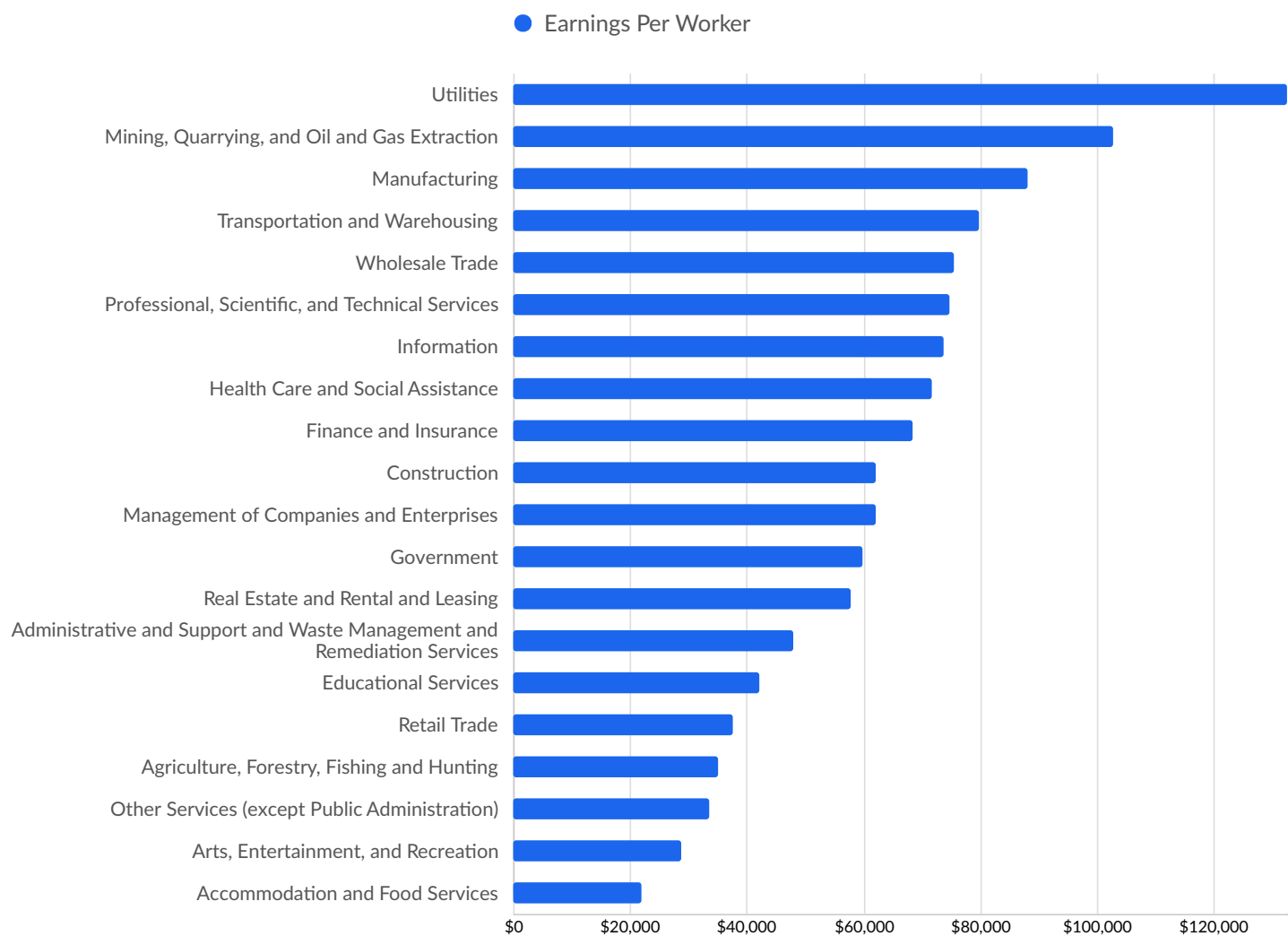
## Top Industry Employment Concentration



## Top Industry GRP



## Top Industry Earnings



## Business Characteristics

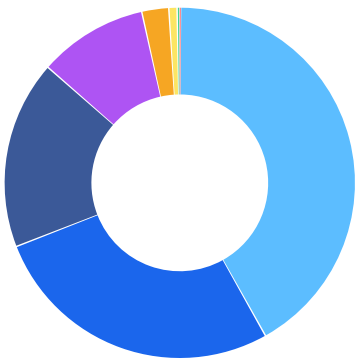
### 15,608 Companies Employ Your Workers

Online profiles for your workers mention 15,608 companies as employers, with the top 10 appearing below. In the last 12 months, 1,327 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Morehead State University	1,038 <div></div>	Appalachian Regional Healthcare	771 <div></div>
Pikeville Medical Center	700 <div></div>	K-Va-T Food Stores	546 <div></div>
King's Daughters Medical Center	636 <div></div>	Walmart	415 <div></div>
Marathon Petroleum	501 <div></div>	King's Daughters	376 <div></div>
Appalachian Regional Healthcare	488 <div></div>	King's Daughters Medical Center	294 <div></div>
Walmart	445 <div></div>	St Claire Healthcare	267 <div></div>
Commonwealth of Kentucky	359 <div></div>	Pikeville Medical Center	230 <div></div>
St Claire Healthcare	329 <div></div>	Archway Physician Recruitment	189 <div></div>
University of Pikeville	292 <div></div>	Morehead State University	172 <div></div>
McDonald's	280 <div></div>	Walgreens Boots Alliance	158 <div></div>



## Business Size

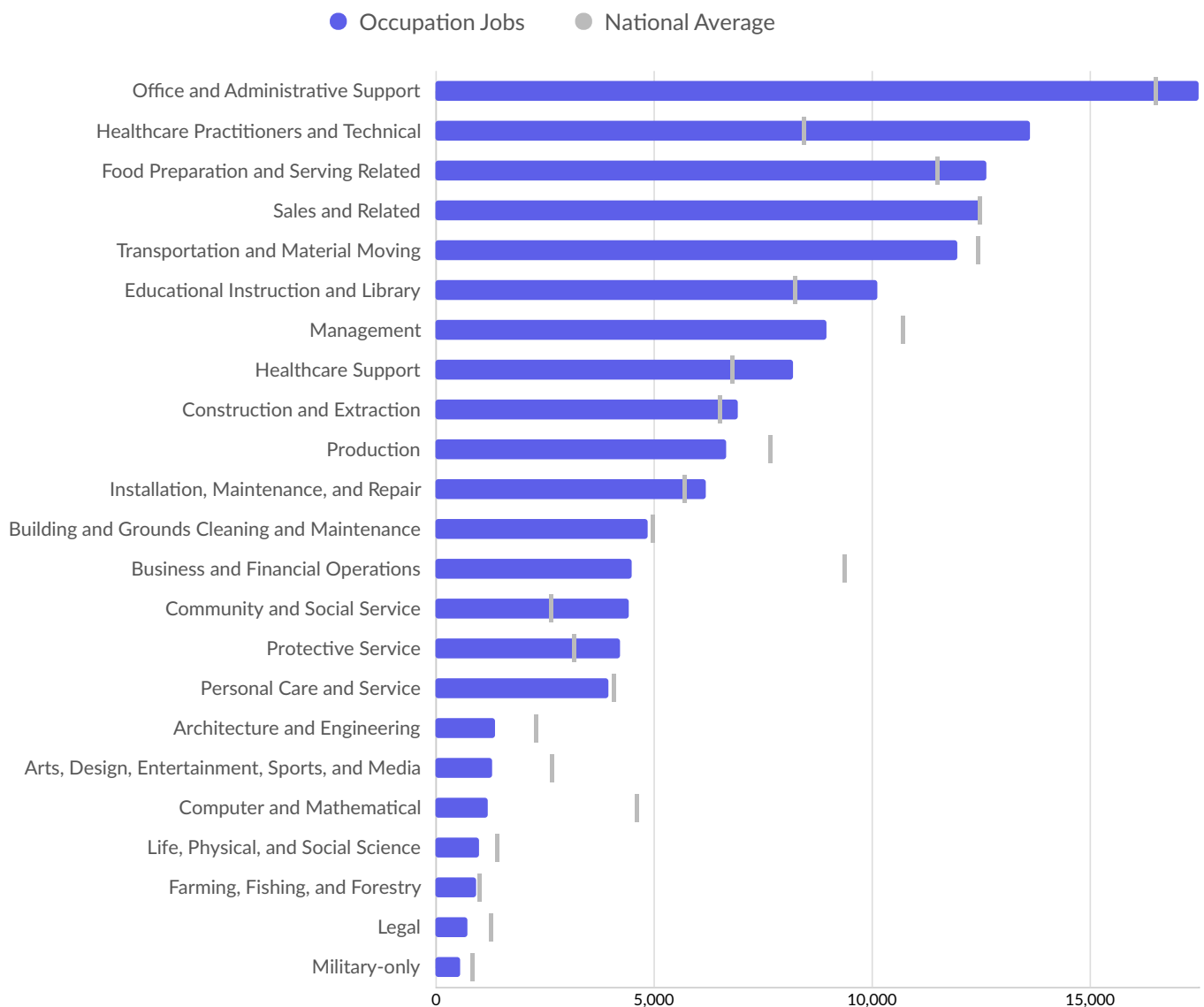


	Percentage	Business Count
<div></div> 1 to 4 employees	41.8%	7,053
<div></div> 5 to 9 employees	27.2%	4,593
<div></div> 10 to 19 employees	17.4%	2,930
<div></div> 20 to 49 employees	10.1%	1,698
<div></div> 50 to 99 employees	2.5%	419
<div></div> 100 to 249 employees	0.8%	128
<div></div> 250 to 499 employees	0.3%	43
<div></div> 500+ employees	0.1%	10

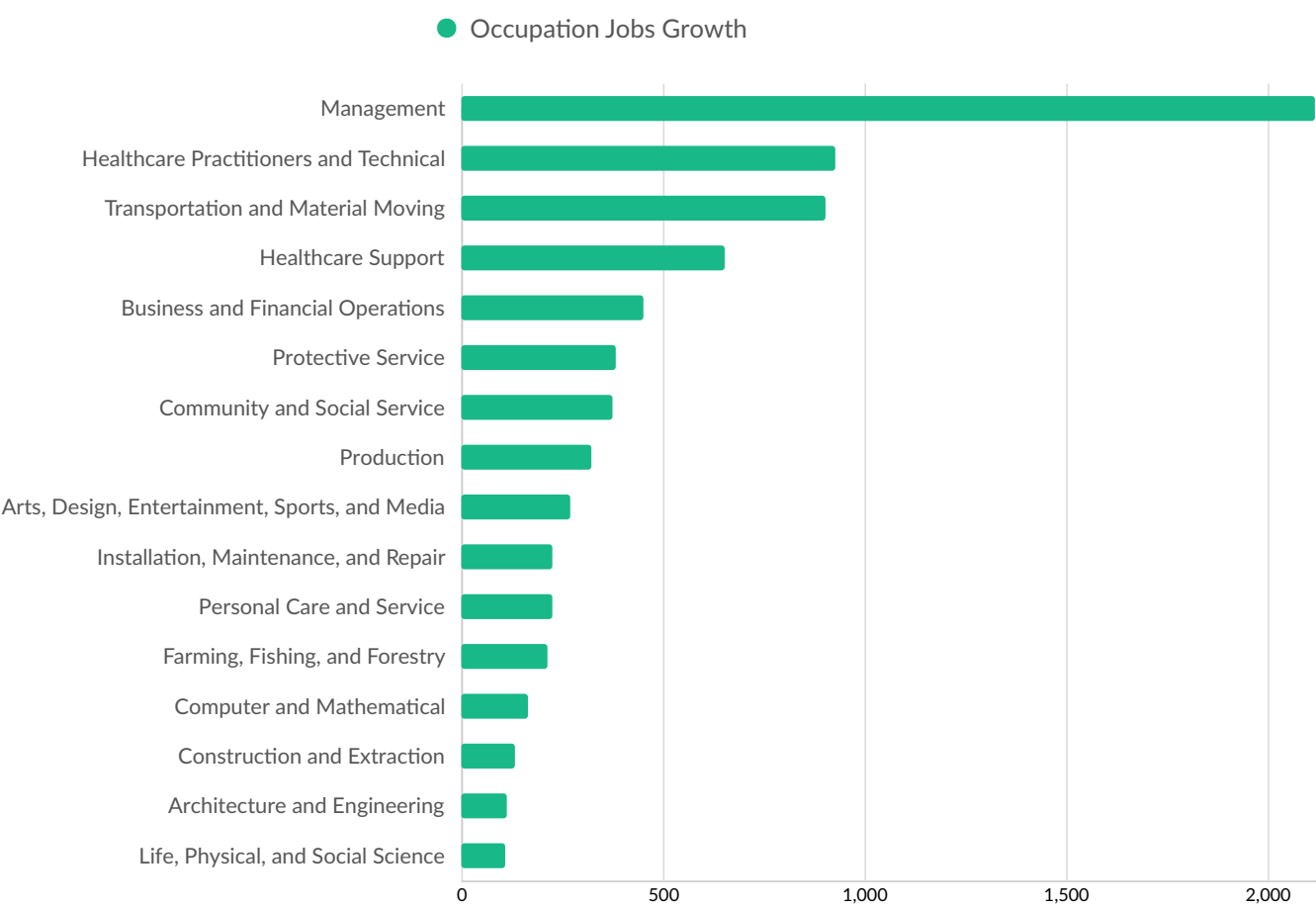
*\*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

# Workforce Characteristics

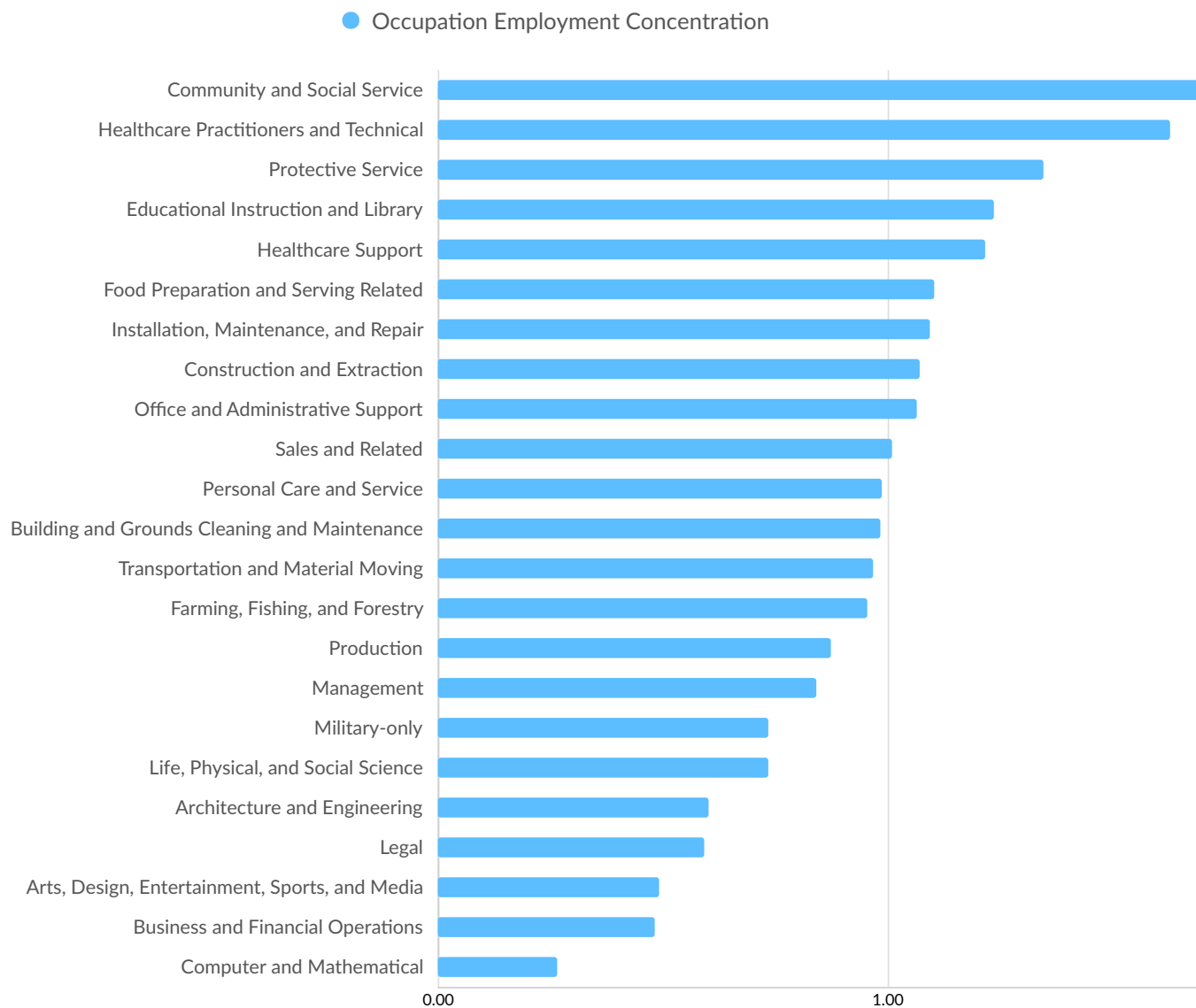
## Largest Occupations



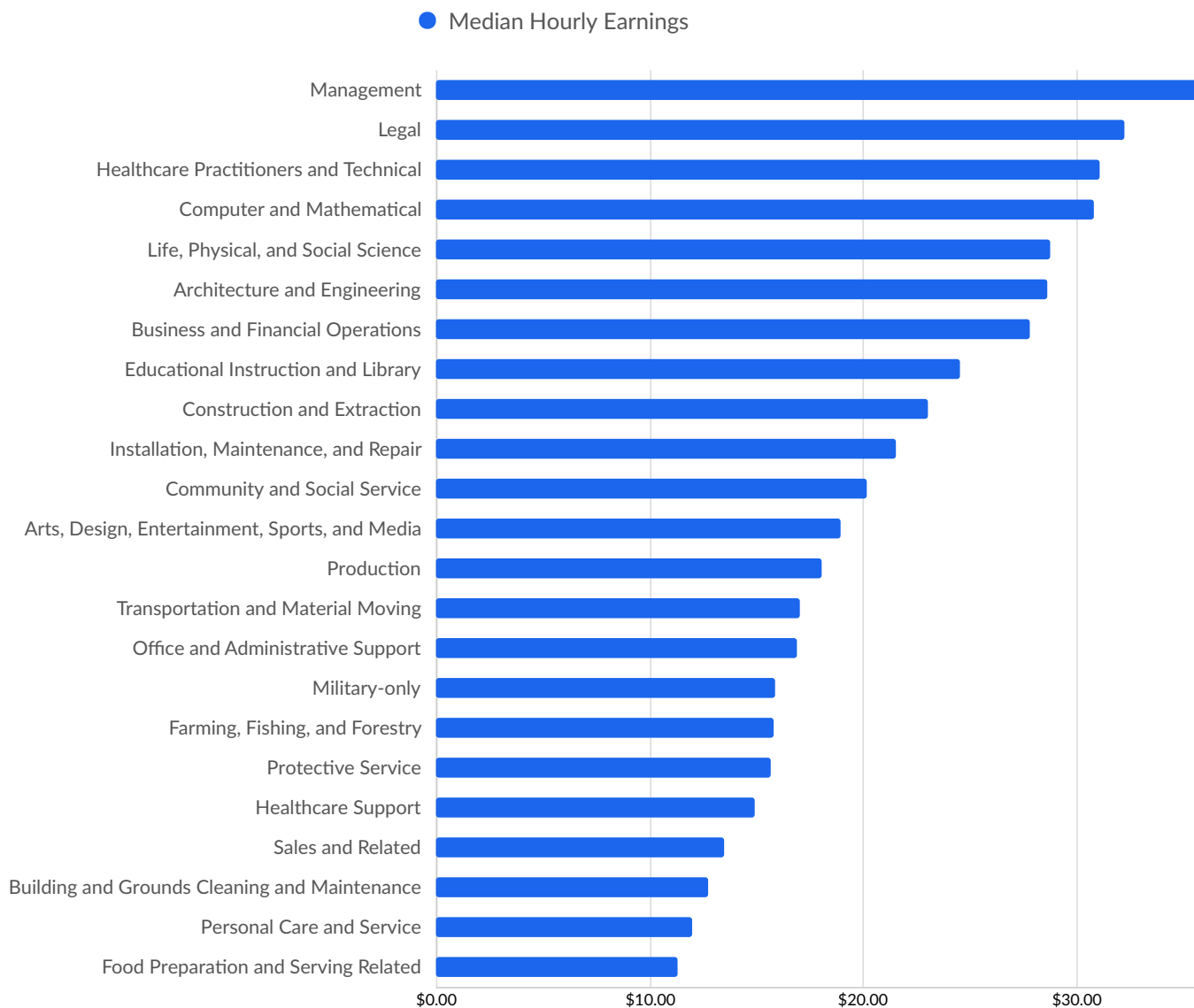
# Top Growing Occupations



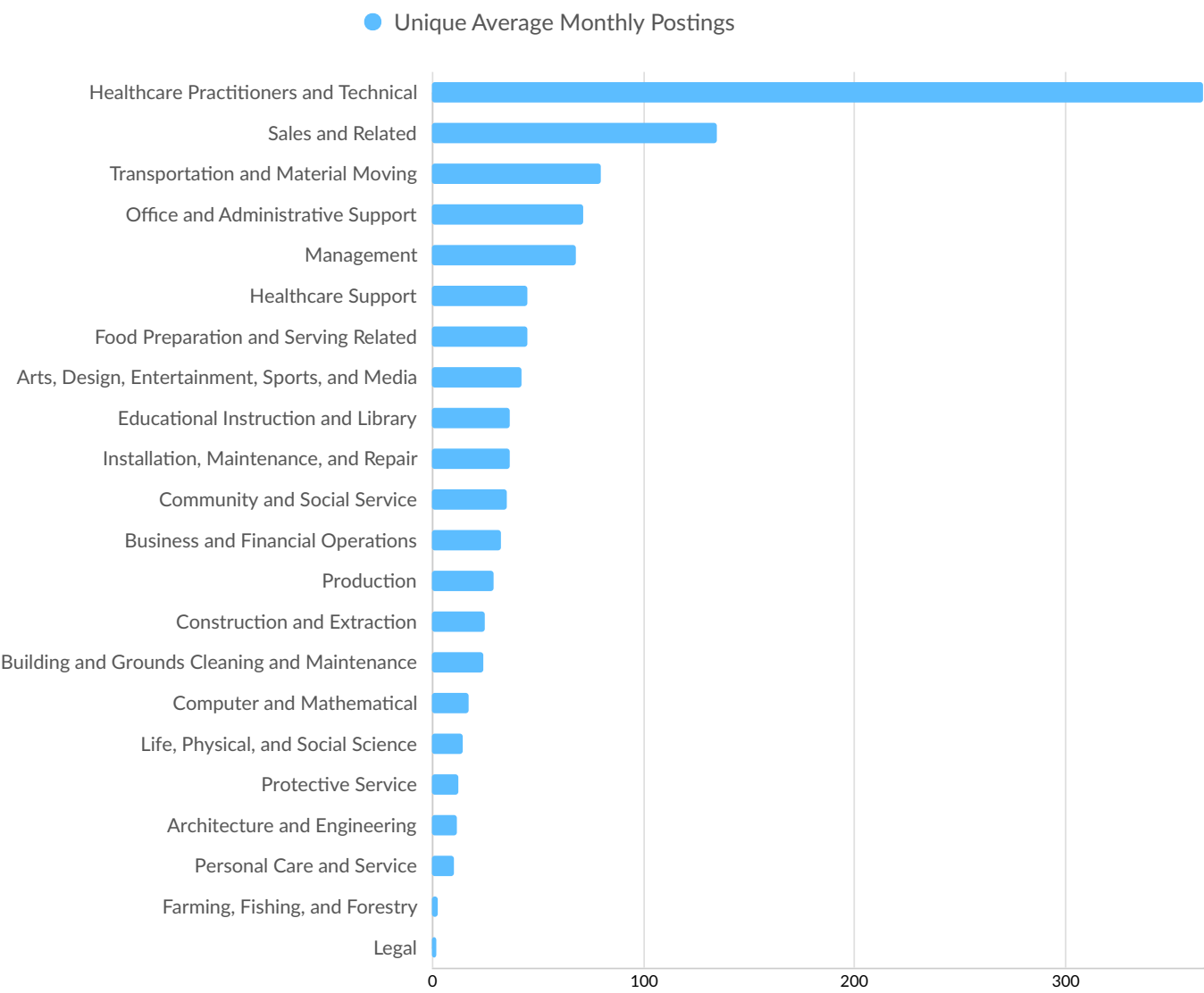
## Top Occupation Employment Concentration



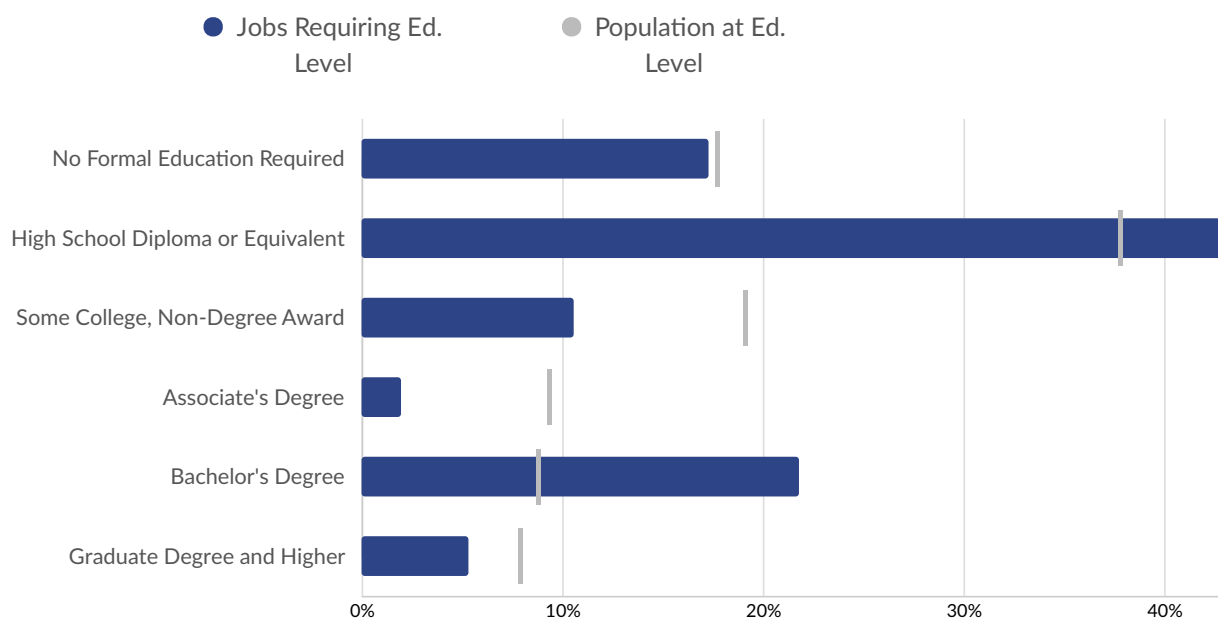
## Top Occupation Earnings



# Top Posted Occupations

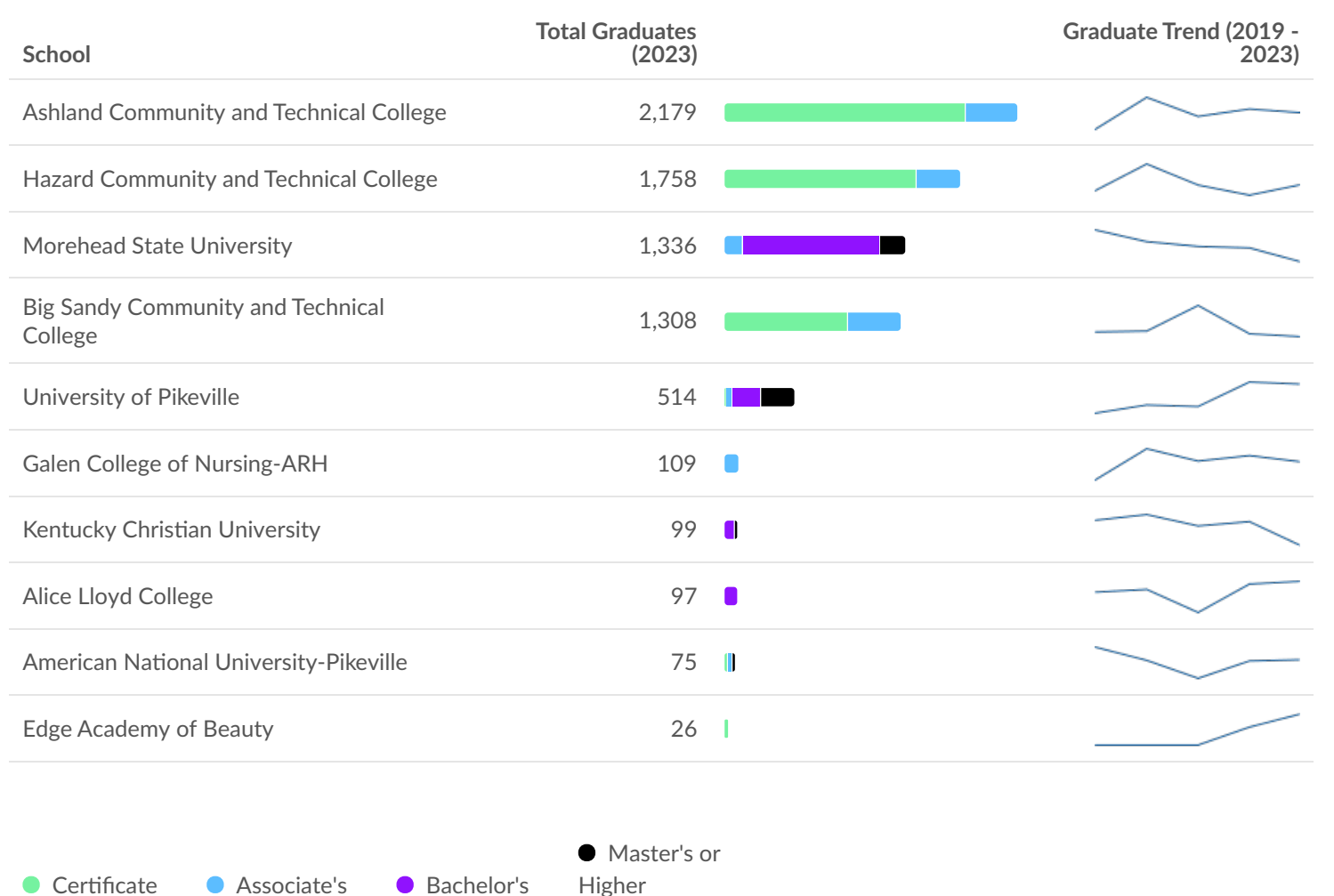


## Underemployment



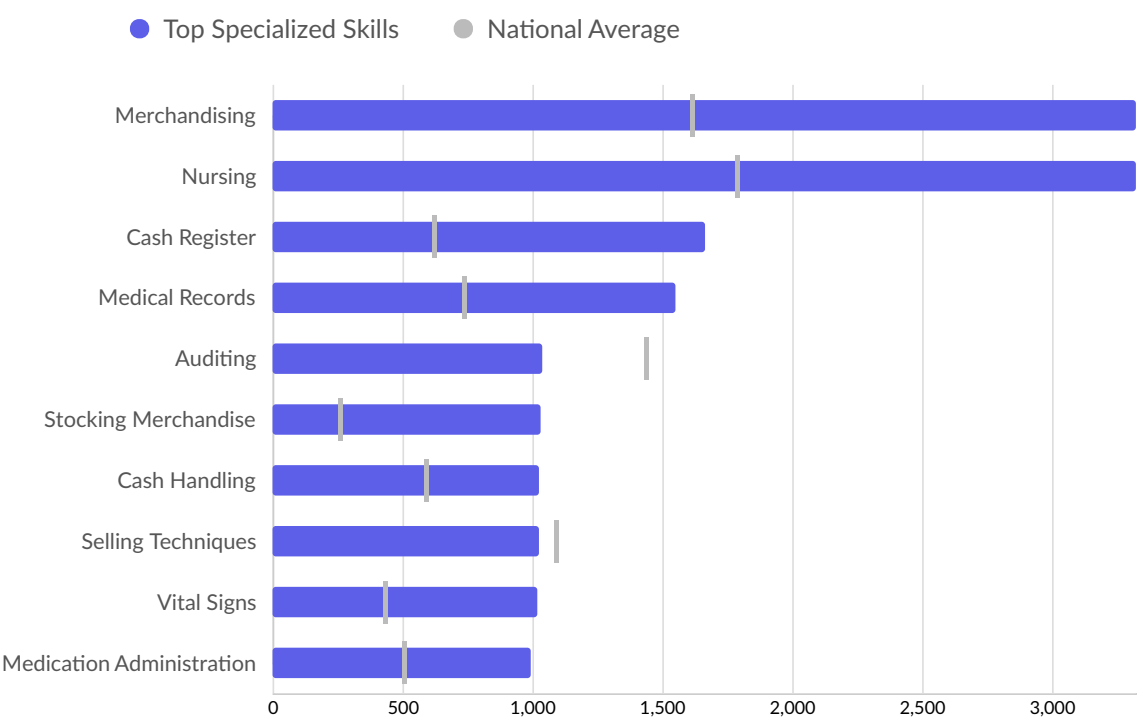
## Educational Pipeline

In 2023, there were 7,575 graduates in Kentucky Power-Served Counties. This pipeline has grown by 2% over the last 5 years. The highest share of these graduates come from "Licensed Practical/Vocational Nurse Training" (Certificate), "Liberal Arts and Sciences/Liberal Studies" (Associate's), and "Electrician" (Certificate).





# 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