

Generational Diversity

and Labor Market Trends in West Virginia



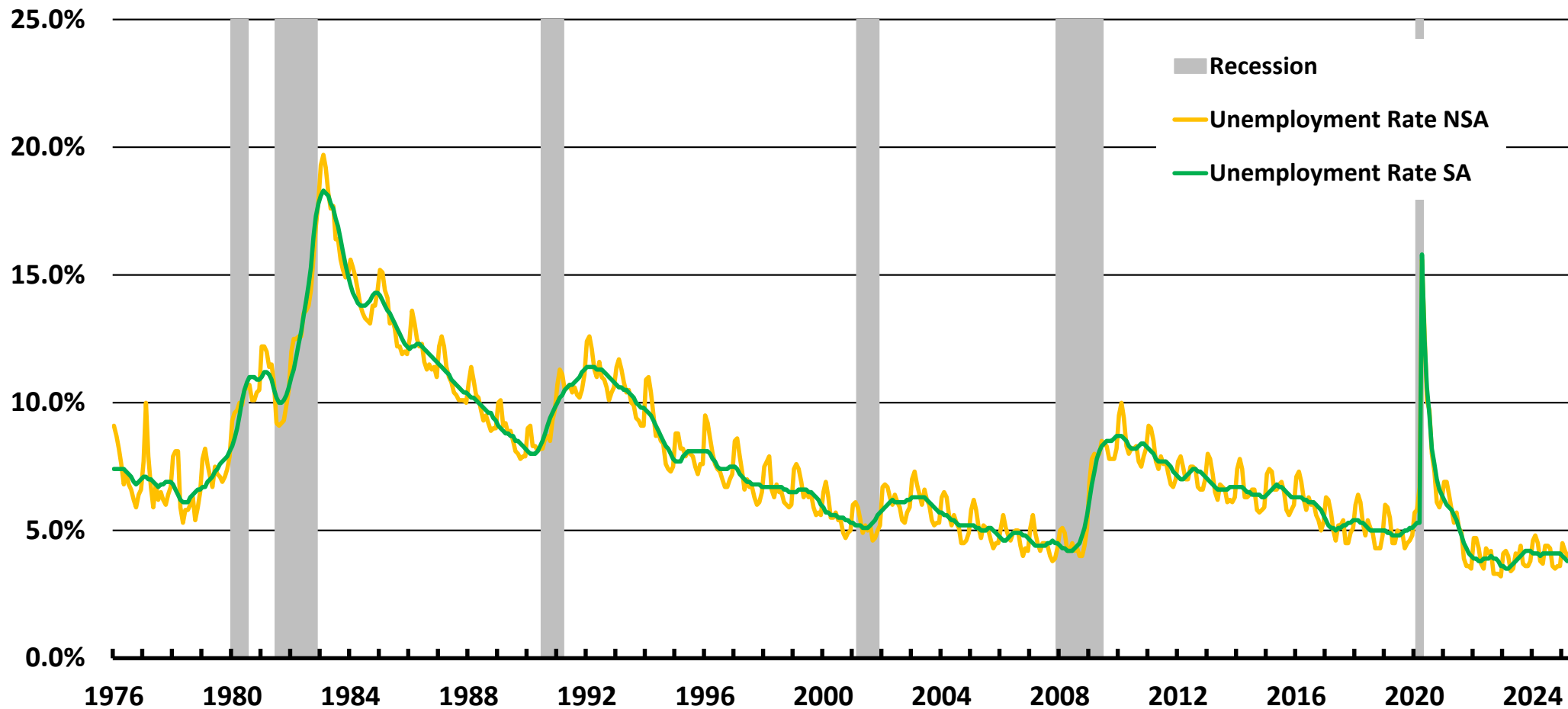
A Few Notes Before We Dig In:

- We only have a short time today, so we'll be skimming the surface. If you'd like to dig deeper, ask questions, or invite me to speak more fully on this topic, or other topics, please don't hesitate to reach out by email.
- As a researcher, my role is to provide impartial analysis of market functionality: historical, current, and potential implications for the future.
- We'll be talking about categories, not individuals; categories tend to stay relatively stable over time, even as individuals move in and out of them.
- The data in this presentation is the most current available, or the most recent that allows us to explore a topic at a specific level of detail.
- Age groups matter because life stages shape labor force participation. From school to retirement, different stages come with different patterns of work and non-work.

The Labor Market is a Market. It Functions Like Any Other Market.

- There can be confusion around who the buyer is and who the seller is.
- The employer has a job they're offering, and the potential employee is looking for a job. It can seem like the employer is selling a job and the jobseeker is looking to purchase.
- In the labor market, the employer is the buyer, and the worker is the seller — employers seek to buy skills; jobseekers aim to sell their skills.
- Wages are the price, and skills are the product. Like any market, supply and demand determine the price.

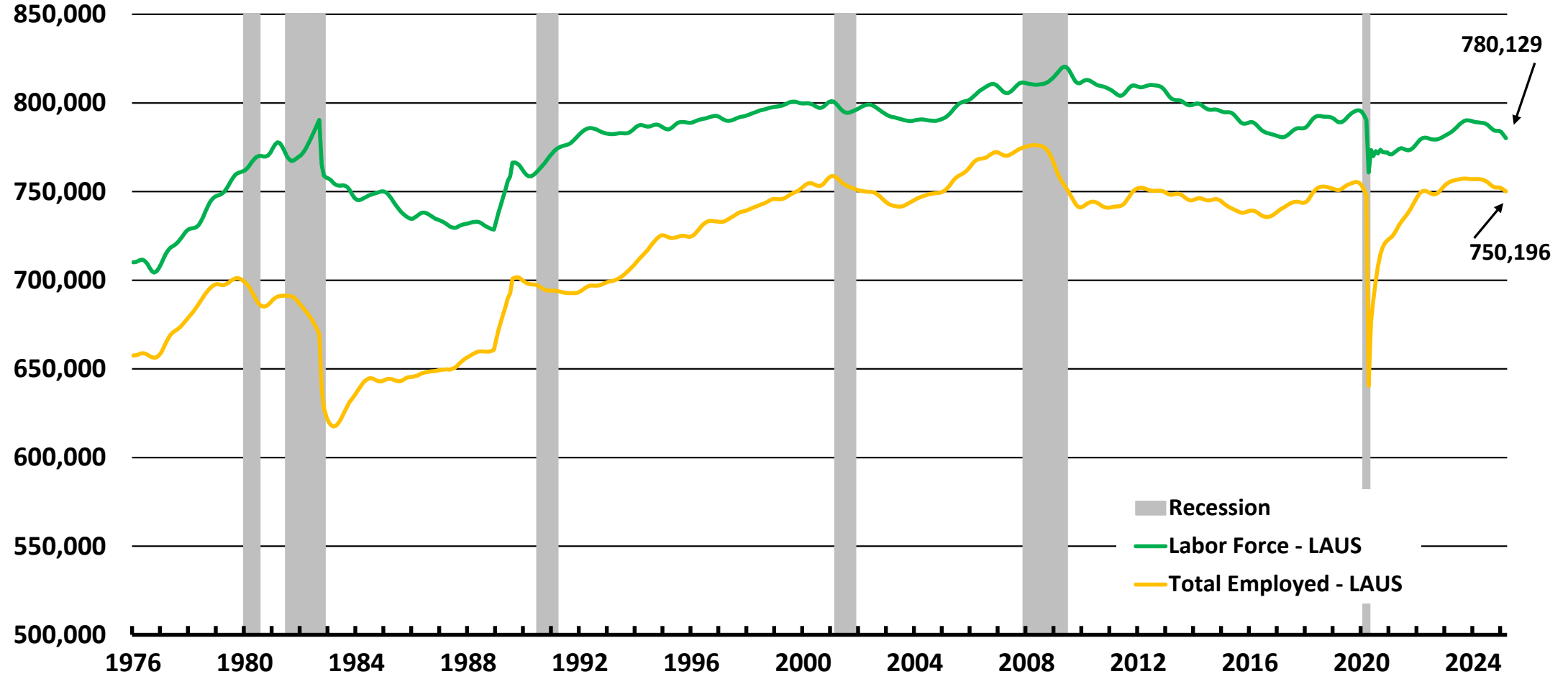
West Virginia's Unemployment Rate Continues Historically Low Trend



Seasonally Adjusted & Not Adjusted Unemployment Rates, 1976 to 2025

Source: WorkForceWV, Research, Information, and Analysis, and Bureau of Labor Statistics - Current Population Survey and Local Area Unemployment Statistics 1976-2025

Labor Force Averaged 787,000 & Total Employed Averaged 755,000 in 2024



West Virginia's Labor Force vs. Total Employed, 1976 to 2025

Source: WorkForceWV, Research, Information, and Analysis, and Bureau of Labor Statistics - Current Population Survey and Local Area Unemployment Statistics 1976-2025

Total Population¹	1,770,495	100.0%
Population 0 - 15 Years Old	308,401	17.4%
Potential Labor Force (Subtotal)	1,462,094	82.6%
Total Population 16 or Older	1,462,094	100.0%
Incarcerated	19,438	1.3%
WV Prisons or Contract Facilities ²	5,891	0.4%
WV Jails ²	4,788	0.3%
WV Federal Facilities ³	8,759	0.6%
Subtotal	1,442,656	98.7%
Resident Care Facilities⁴	10,452	0.7%
Subtotal	1,432,204	98.0%
Armed Forces⁵ (Active Duty)	1,072	0.1%
Estimated CNP 16 or Older (Subtotal)	1,431,132	97.9%

Source:

¹ 2023 U.S. Census Bureau Annual Population Estimate for West Virginia

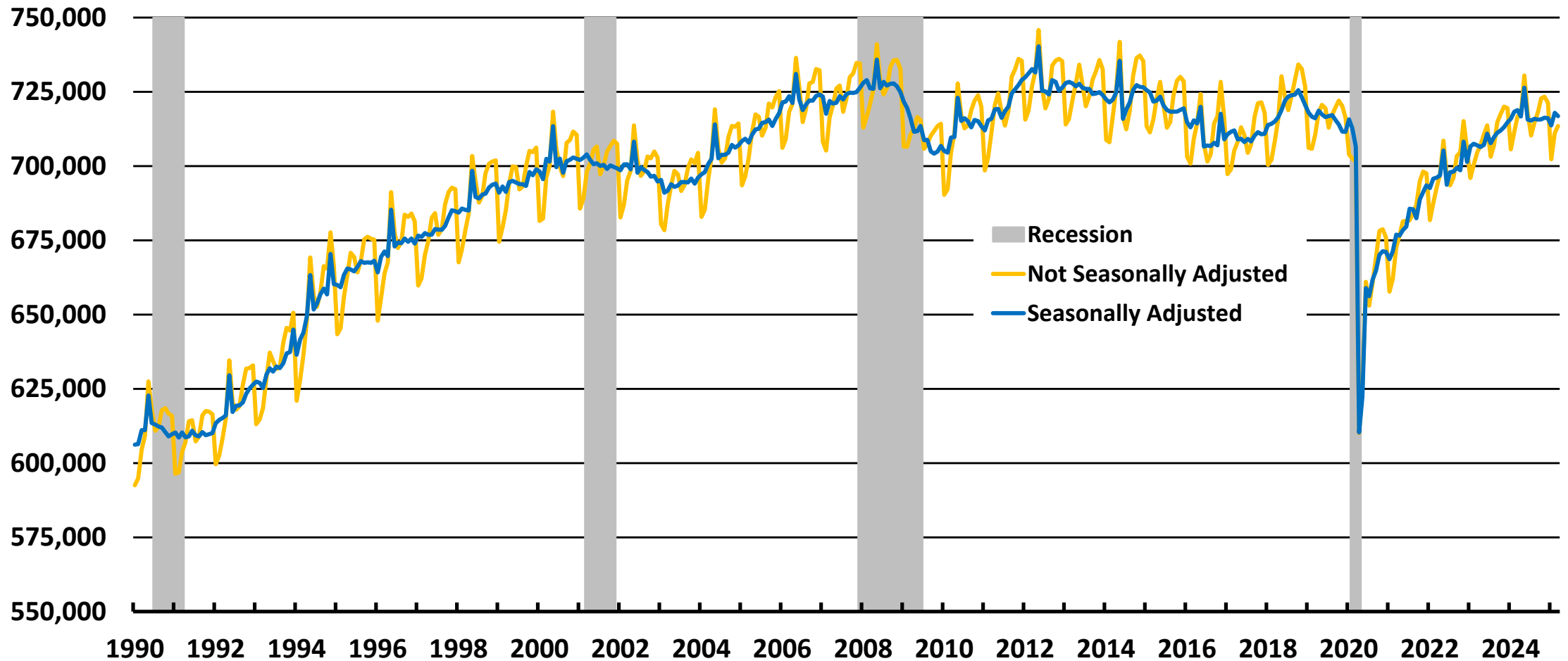
² 2023 West Virginia Division of Corrections and Rehabilitation Data

³ 2024 Federal Bureau of Prisons data

⁴ 2023 U.S. Census Bureau ACS 5-Year Estimate

⁵ 2024 Defense Manpower Data Center (DMDC) and Military State Policy Source (Official DOD Websites)

Total Nonfarm Employment Averaged 712,800 Since 2004

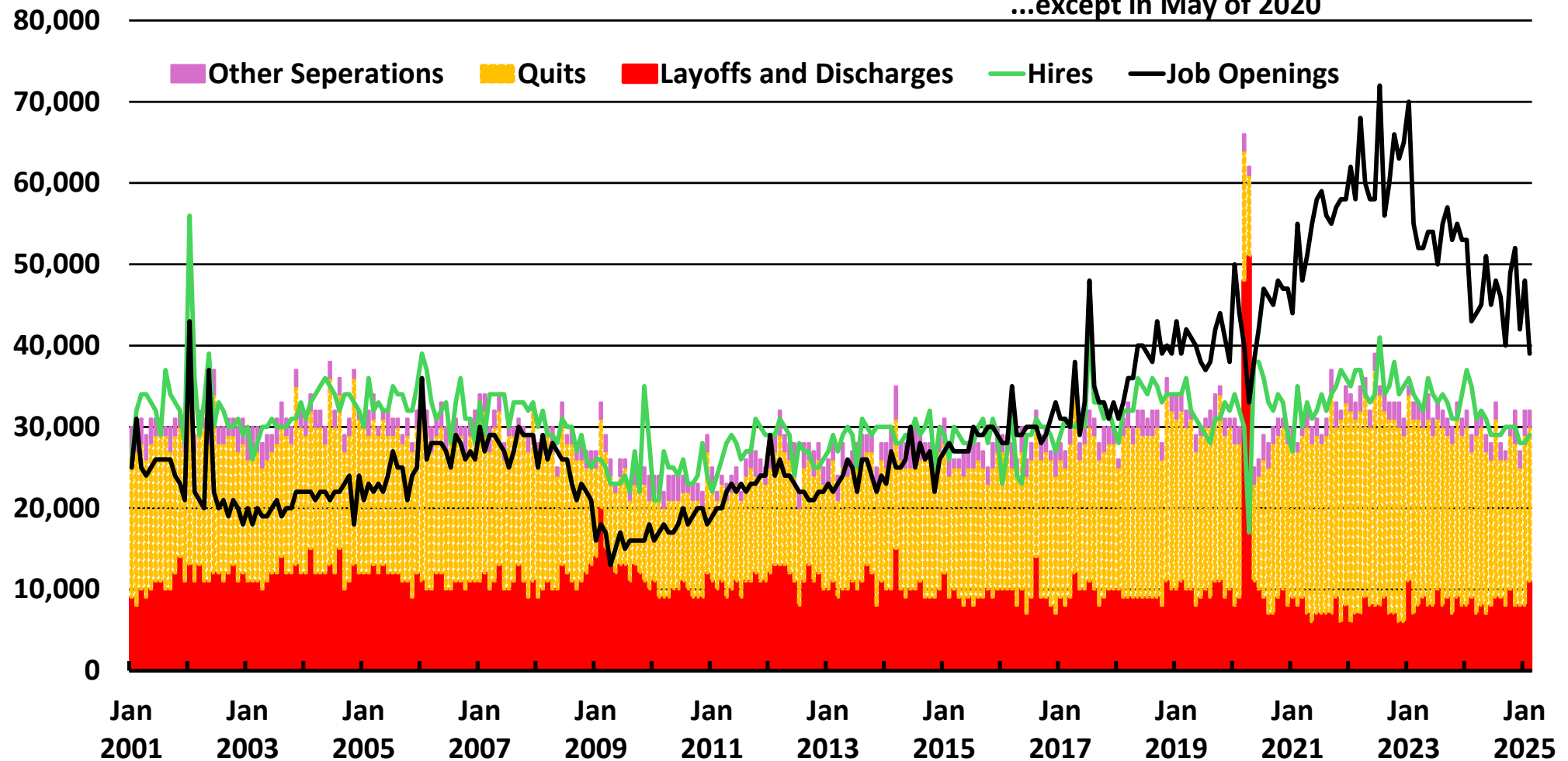


West Virginia's Total Nonfarm Payroll Employment, 1990 to March 2025

Source: WorkForceWV, Research, Information, and Analysis, Current Employment Statistics 1990-2025

Number of Hires Has not Met Job Openings Since 2017

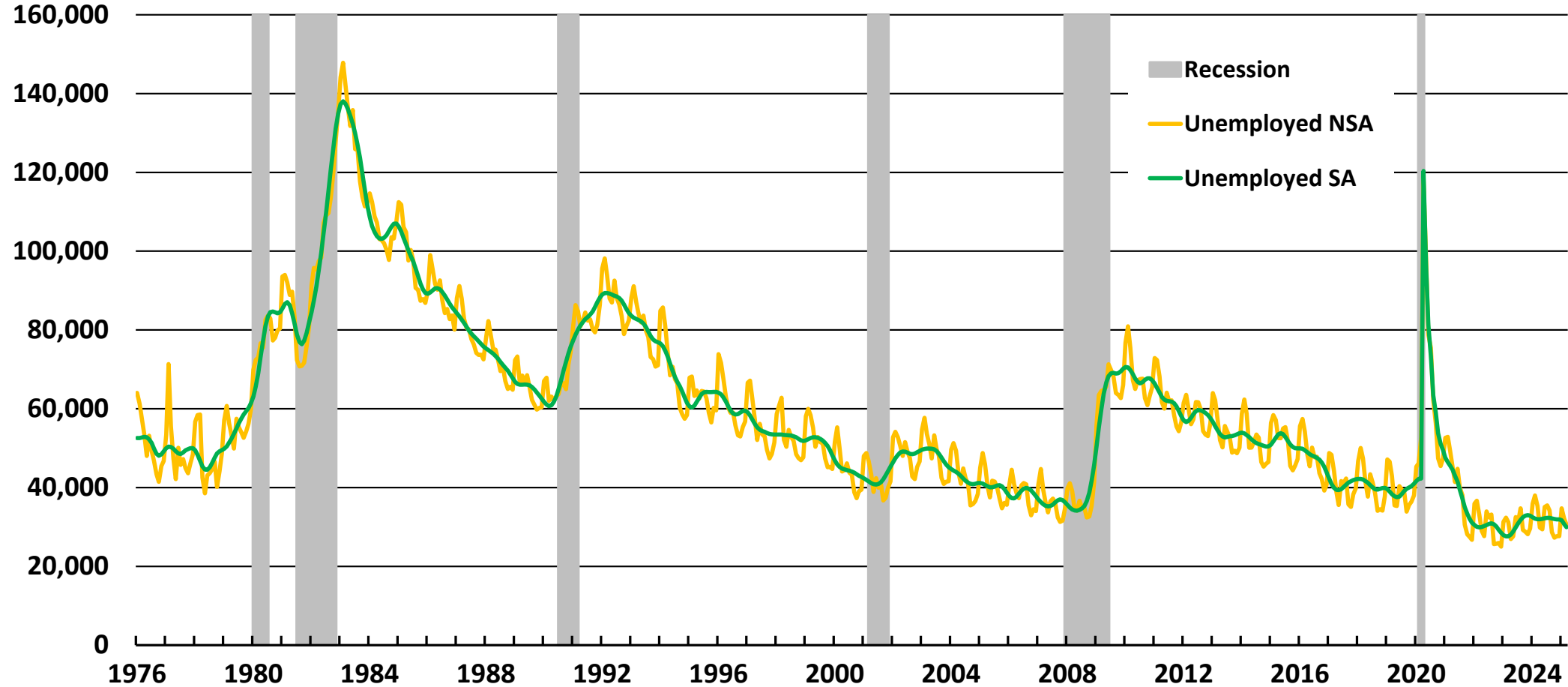
...except in May of 2020



West Virginia Monthly Job Openings vs. Hires 2001-2025

Source: WorkForceWV, Research, Information, and Analysis, and Bureau of Labor Statistics JOLTS data 2025

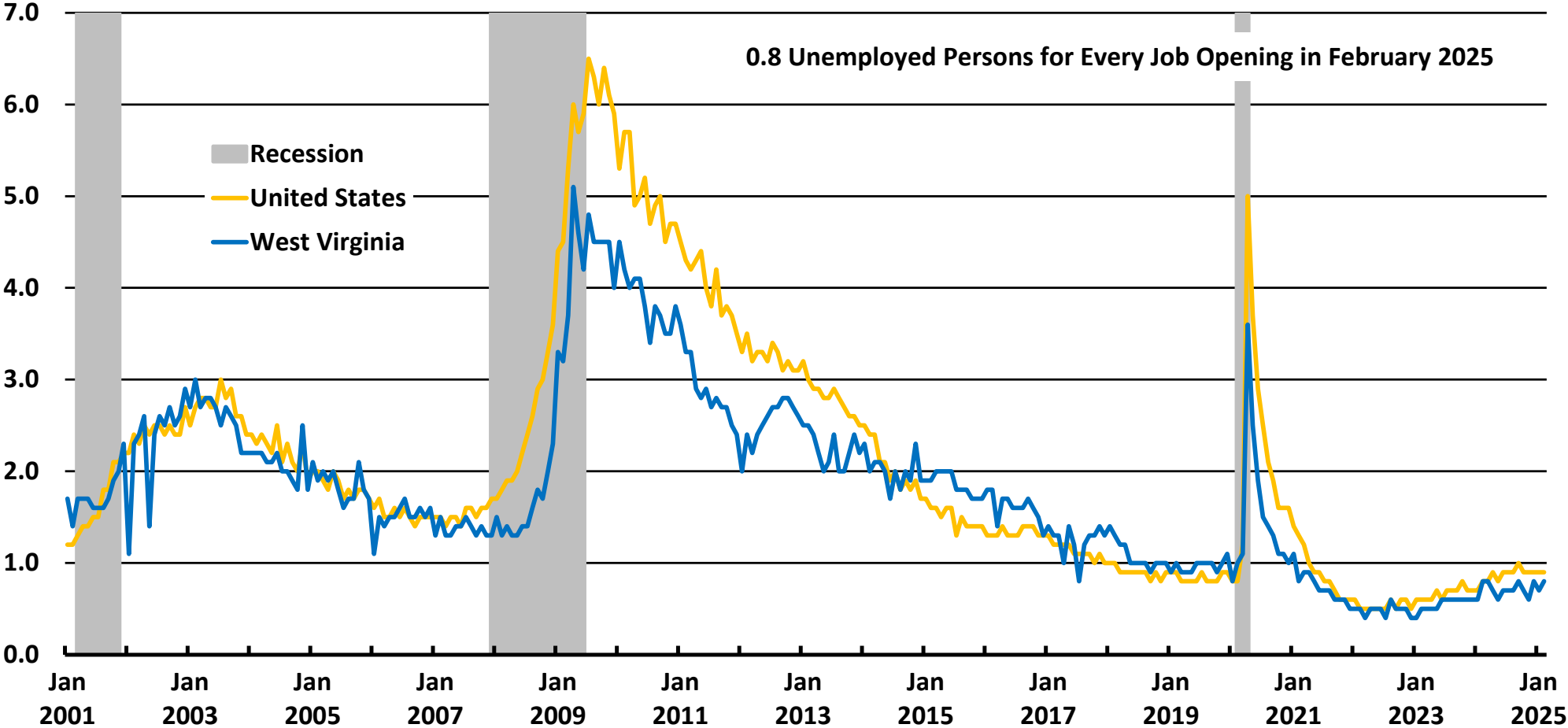
80% of the Time Since 1976 West Virginia had 40,000 or More Unemployed



Seasonally Adjusted & Not Seasonally Adjusted Unemployed, 1976 to 2025

Source: WorkForceWV, Research, Information, and Analysis, and Bureau of Labor Statistics - Current Population Survey and Local Area Unemployment Statistics 1976-2025

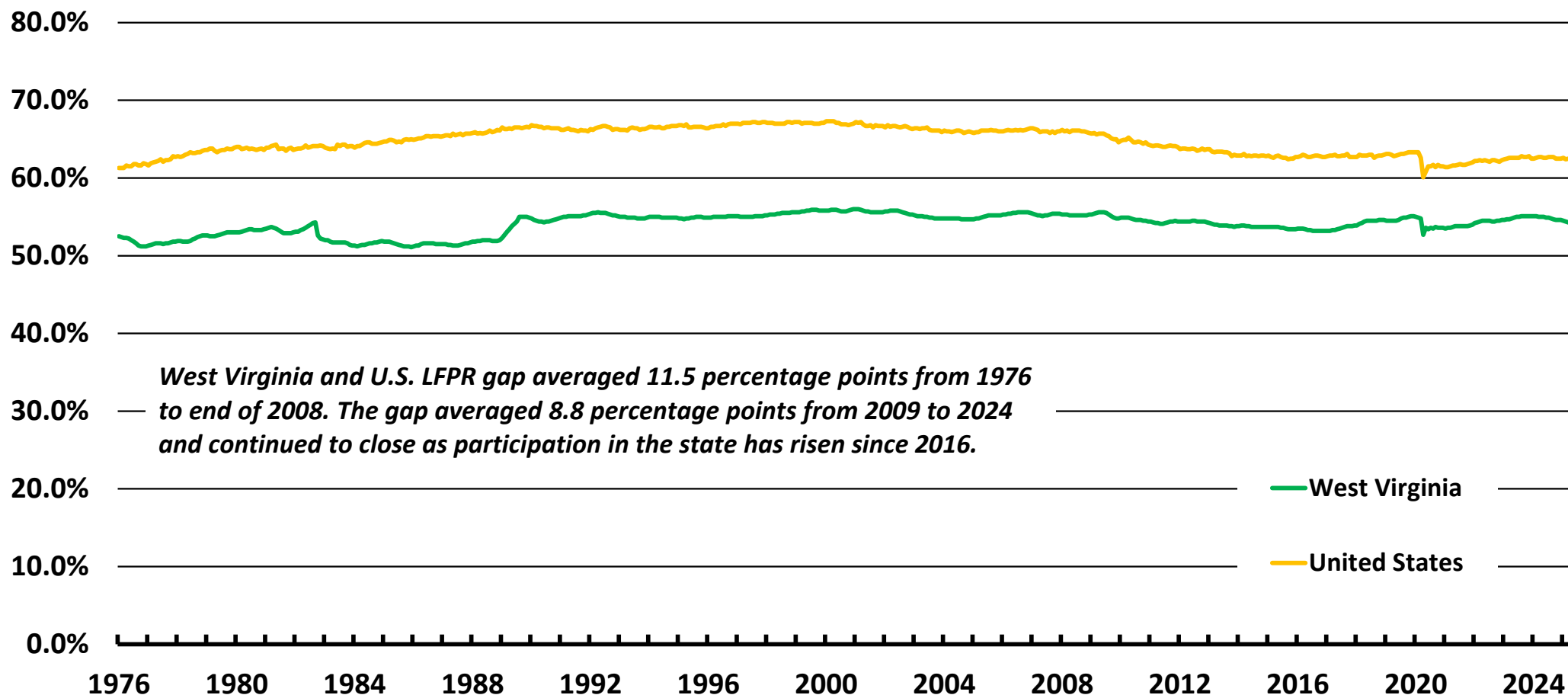
More Job Openings than Available Workers Since 2021



Unemployed Persons to Job Openings Ratio 2001-2025

Source: WorkForceWV, Research, Information, and Analysis, and Bureau of Labor Statistics JOLTS data 2025

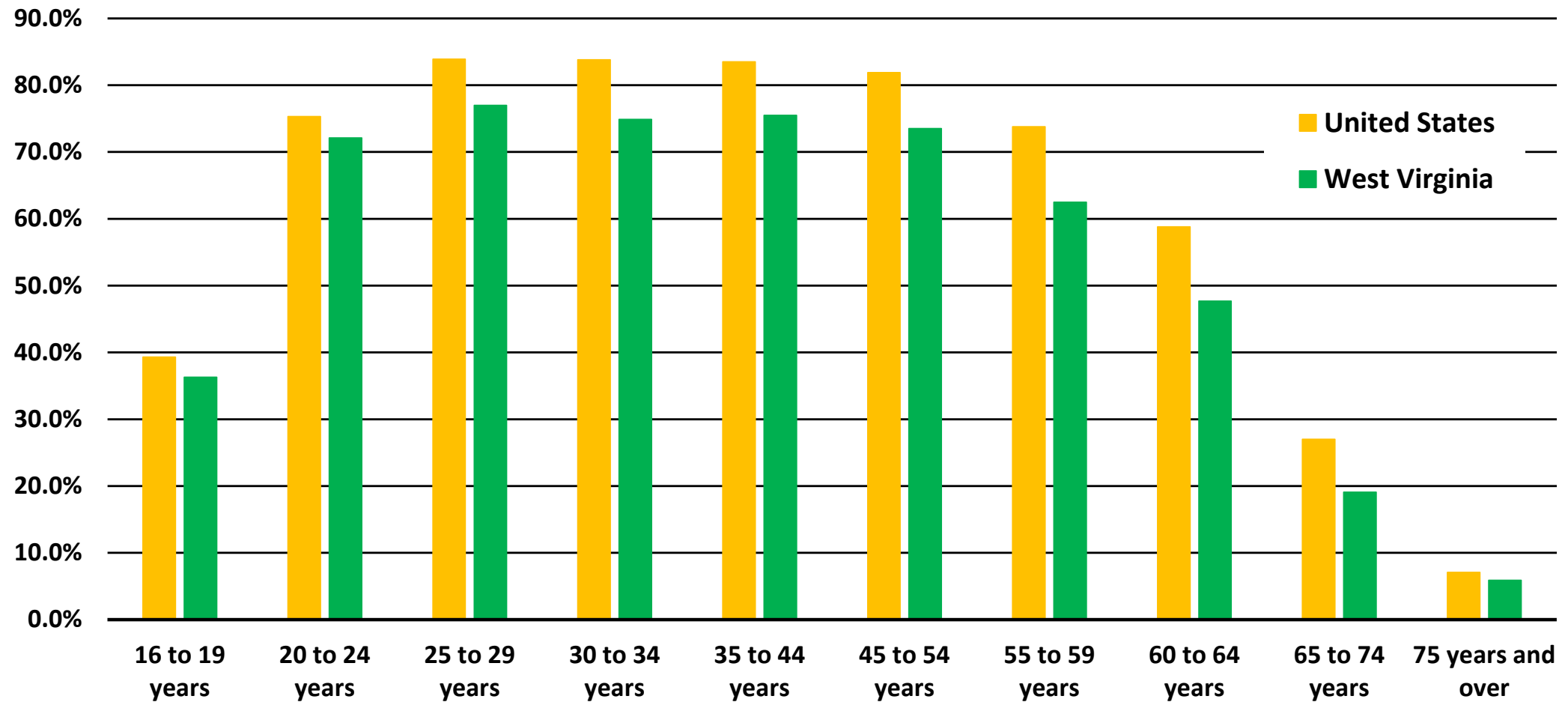
LFPR Gap Narrowed as U.S. Participation Slid After Great Recession



Seasonally Adjusted Labor Force Participation Rate, Jan. 1976 to Jan. 2025

Source: WorkForceWV, Research, Information, and Analysis, and Bureau of Labor Statistics - Current Population Survey and Local Area Unemployment Statistics 1976-2025

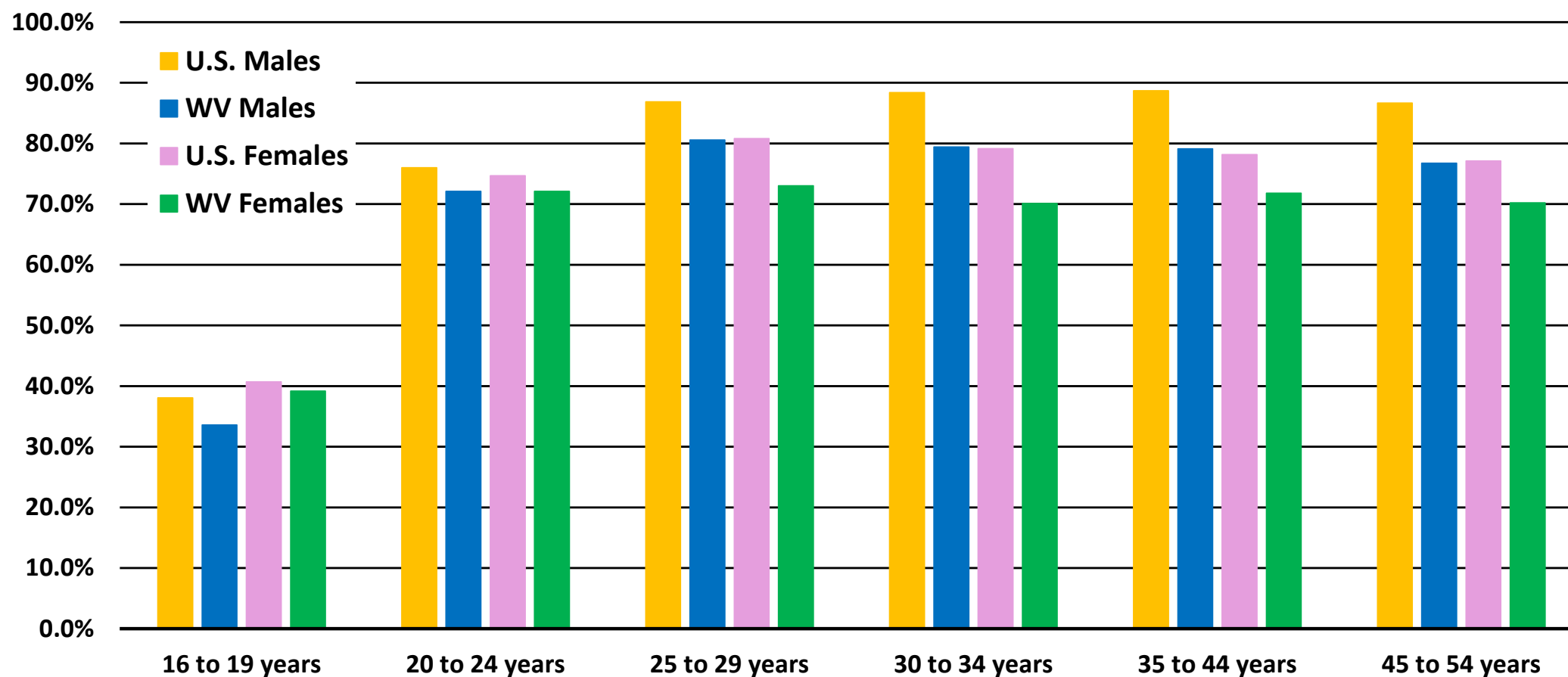
West Virginia Labor Force Participation Lower Across Age Groups



West Virginia vs. U.S., Labor Force Participation by Age Groups - 2023

Source: WorkForceWV, Research, Information, and Analysis, and U.S. Census Bureau 2023 ACS 5-Year

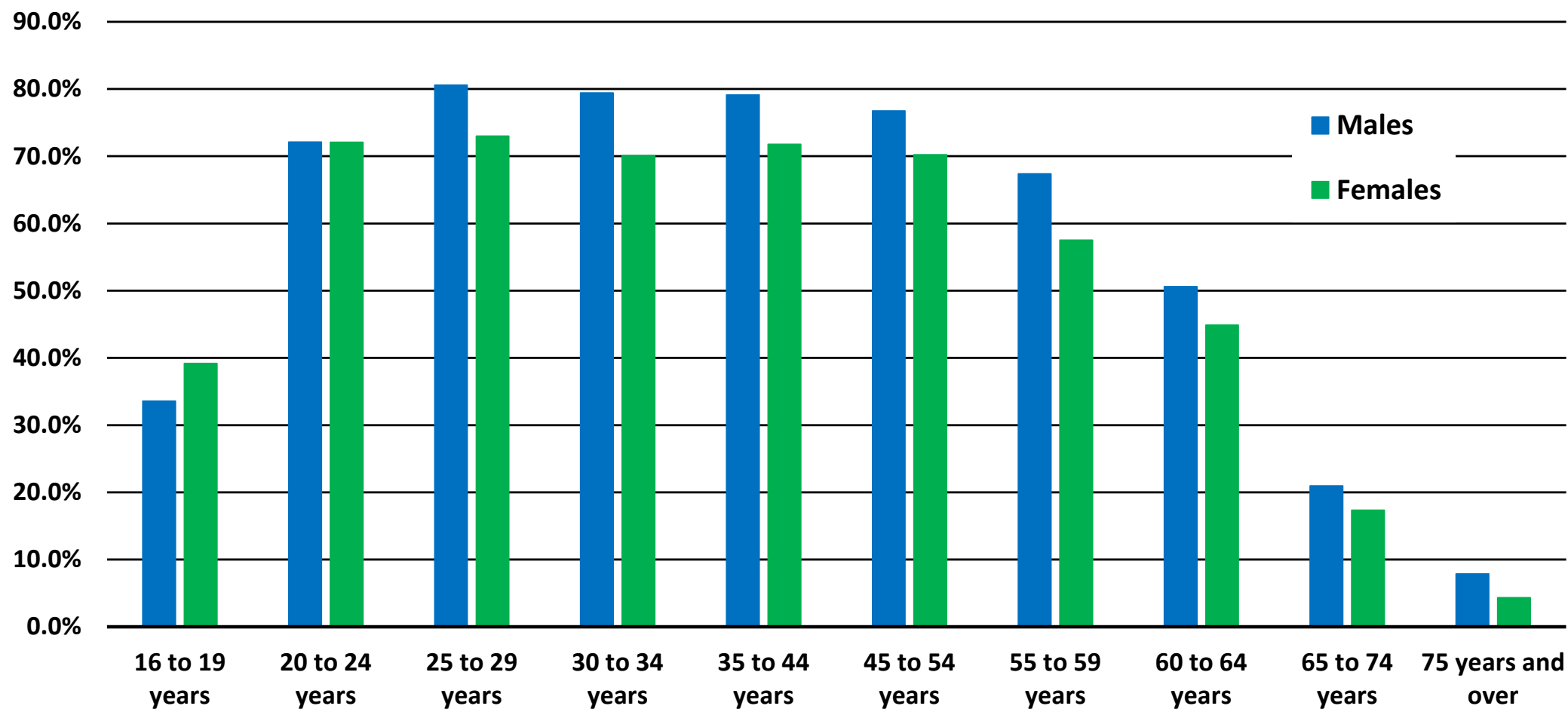
LFP for WV Males Same as U.S. Females from 25 to 54 Years Old



West Virginia Labor Force Participation by Age & Sex - 2023

Source: WorkForceWV, Research, Information, and Analysis, and U.S. Census Bureau 2023 ACS 5-Year

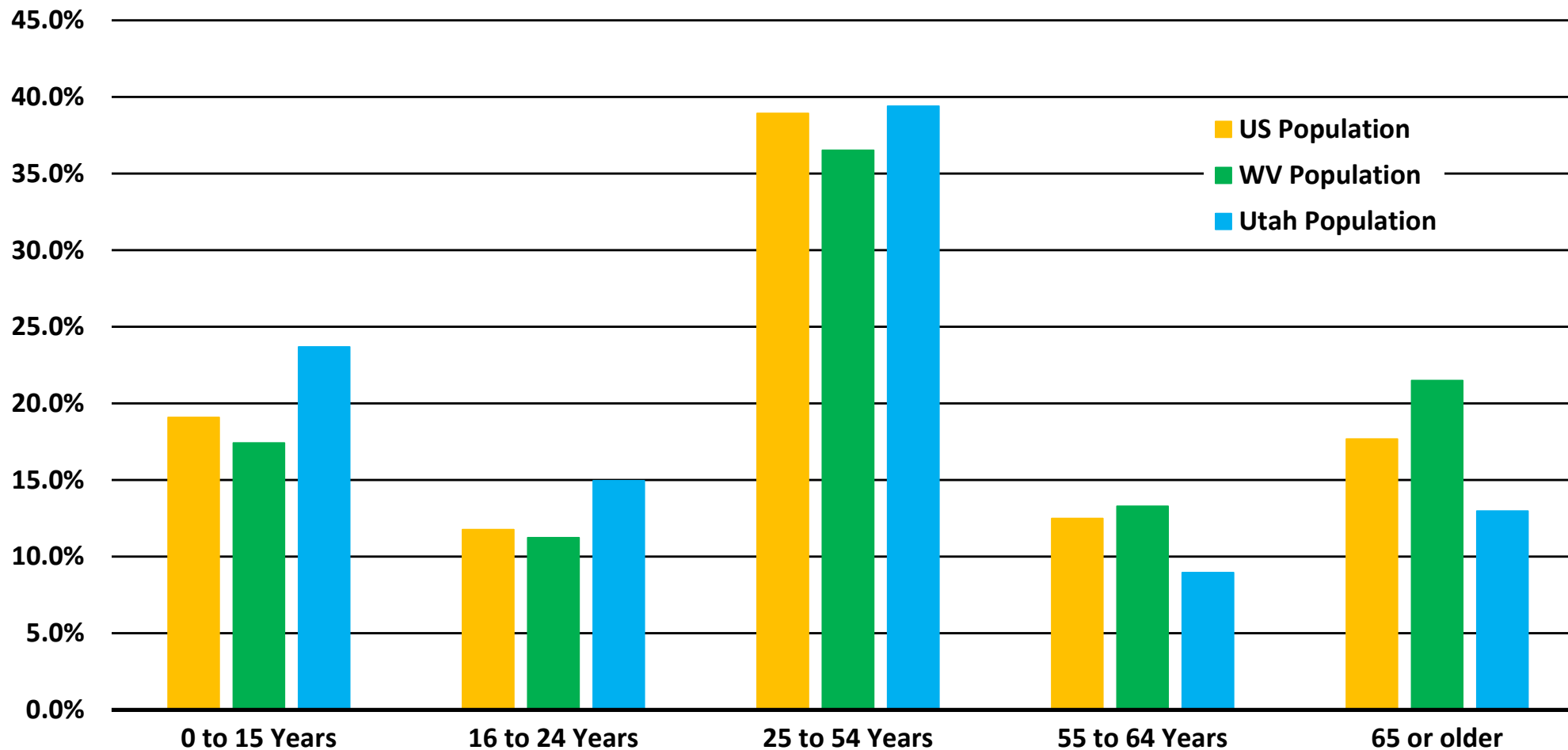
Participation Lower for Females from Mid-Twenties On



West Virginia Labor Force Participation by Age & Sex - 2023

Source: WorkForceWV, Research, Information, and Analysis, and U.S. Census Bureau 2023 ACS 5-Year

Utah Highest LFPR (69.2%) - U.S. (62.6%) - West Virginia 2nd Lowest (54.9%)



Share of Population by School, Work, and Retirement Age Groups - 2023

Source: WorkForceWV, Research, Information, and Analysis, and Bureau of Labor Statistics - Annual Population Estimates 2023

West Virginia Has Lower Labor Force Participation Rate Even When Using Utah LFPRs Across Age Groups

Age Group	WV LFPRs	Utah LFPRs	WV in LF by Utah Rates	Utah in LF by Utah Rates
16 to 19	36.3%	55.4%	48,509	124,046
20 to 21	68.1%	80.4%	35,979	87,122
22 to 24	75.2%	85.2%	56,964	156,574
25 to 29	77.0%	84.9%	88,508	223,405
30 to 34	74.9%	81.6%	89,628	200,517
35 to 44	75.5%	83.5%	175,486	388,061
45 to 54	73.5%	83.4%	185,446	321,166
55 to 59	62.5%	77.9%	89,254	119,221
60 to 61	55.8%	69.7%	33,308	44,030
62 to 64	42.3%	57.8%	42,233	53,709
65 to 69	23.8%	37.0%	44,299	52,374
70 to 74	13.7%	18.2%	19,031	20,453
75 and older	5.9%	7.7%	12,122	12,652
Total in LF 16 and Older			920,767	1,803,330
LFPR			63.0%	69.3%

Source: WorkForceWV, Research, Information, and Analysis, and U.S.
Census Bureau, Annual Population Estimates and ACS 5-Year 2023

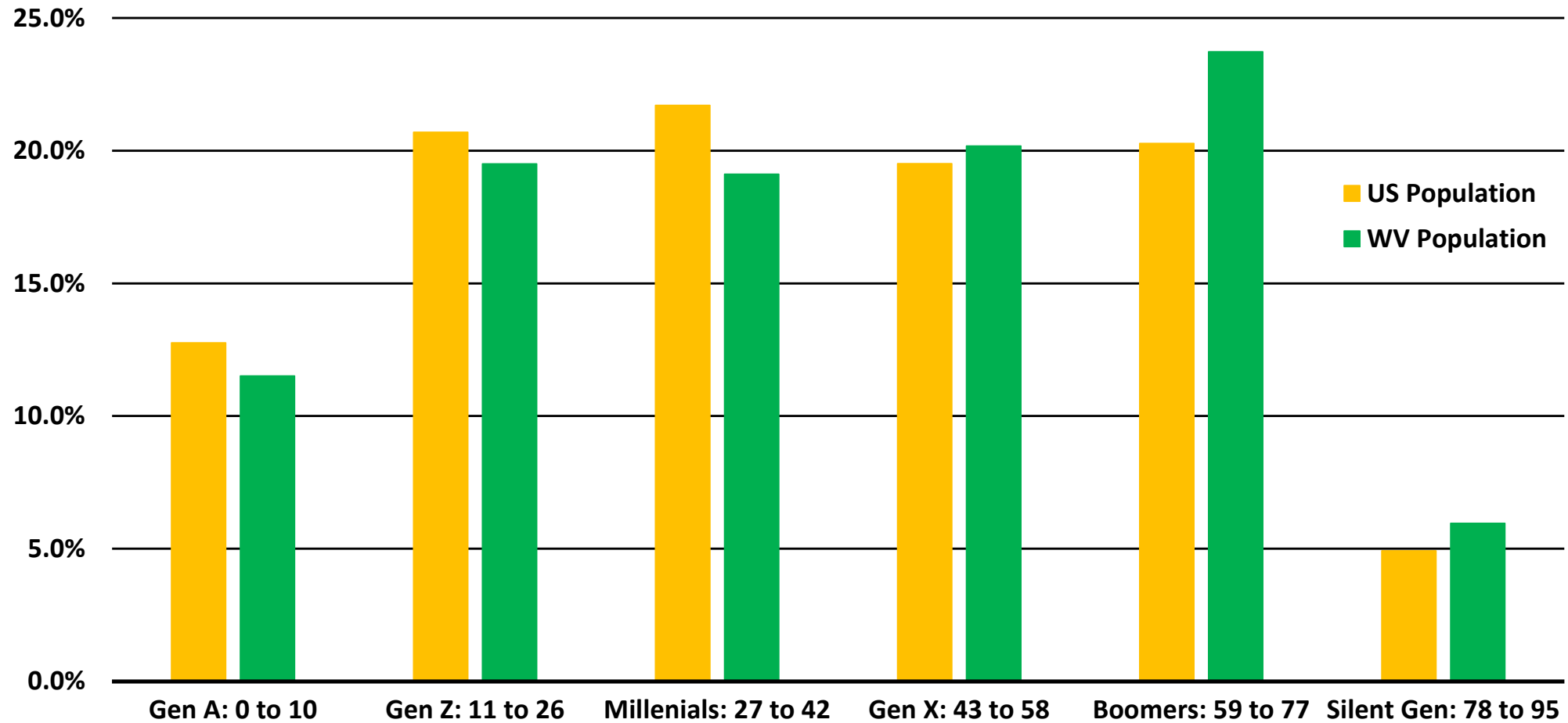
Mathematically, a state's overall labor force participation rate is a function of ***the size of each age group, and the share of people in those groups who are working or actively looking for work***. Just having more people in one group and fewer in another can shift a state's overall participation rate - even if no one's behavior changes.

Share of Labor Force Participation Gap

Gap in Labor Force Participation Rate Between	Older Population (Demographic Effect)	Lower Labor Force Participation (Rate Effect)
West Virginia and United States	27.0%	73.0%
West Virginia and Utah	39.0%	61.0%

Source: WorkForceWV, Research, Information, and Analysis, and U.S. Census Bureau, Annual Population Estimates and ACS 5-Year 2023

Baby Boomers Account for Much Larger Share of State's Population



WV vs. U.S., Share of Population by Generational Age Group - 2023

Source: WorkForceWV, Research, Information, and Analysis, and Bureau of Labor Statistics - Annual Population Estimates 2023

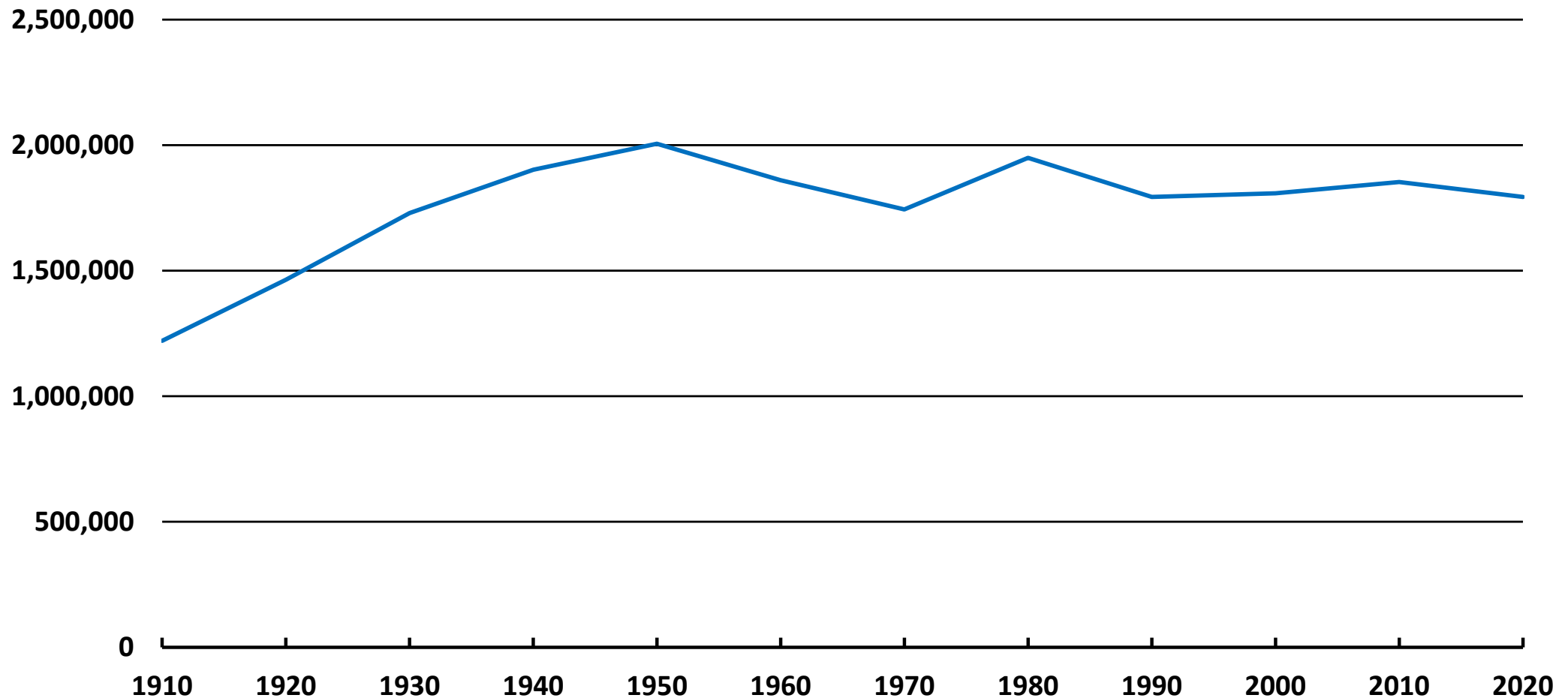
West Virginia Labor Force - 16 to 64 Years Old

Age Group	2023 - Labor Force Participation Rate	2023 - in Labor Force	2035 - in Labor Force (Simple Projection*)
16 to 19	36.3%	31,753	26,897
20 to 21	68.1%	30,480	27,167
22 to 24	75.2%	50,296	45,665
25 to 29	77.0%	80,229	83,125
30 to 34	74.9%	82,216	83,392
35 to 44	75.5%	158,714	161,816
45 to 54	73.5%	163,421	154,003
55 to 59	62.5%	71,540	68,122
60 to 61	55.8%	26,635	23,698
62 to 64	42.3%	30,885	29,270
Total 16 to 64	67.2%	726,170	703,154
2035 - 16 to 64 LFPR			67.7%

Source: WorkForceWV, Research, Information, and Analysis, and U.S. Census Bureau, Annual Population Estimates and ACS 5-Year 2023

Note: * simply moves current age group's population to age group it would be in future without accounting for any factors that influence population change

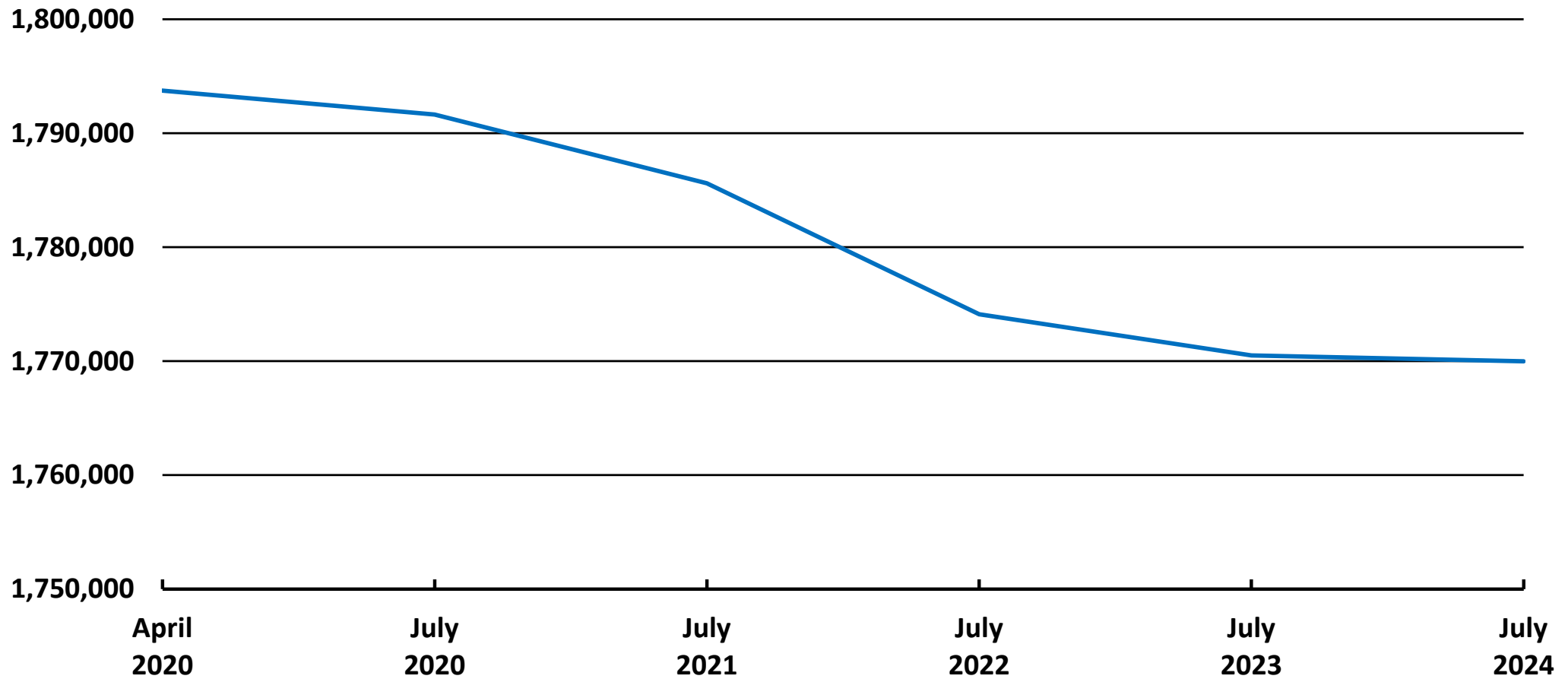
Population Relatively Stagnant Since 1950, in Slow Decline Since 2010



West Virginia's Total Population at Decennial Census, 1910 - 2020

Source: WorkForceWV, Research, Information, and Analysis, and U.S. Census Bureau, Decennial Census 1910-2020

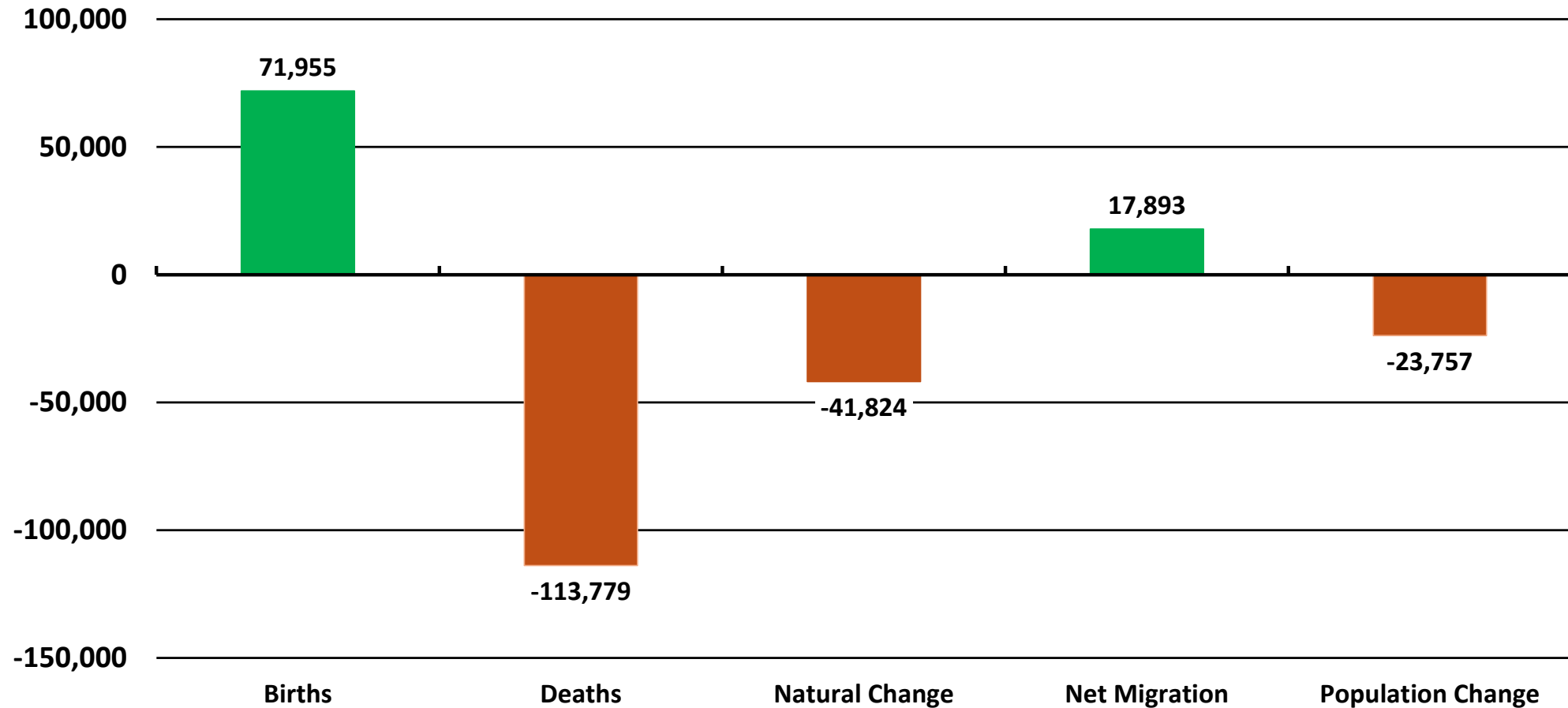
State's Overall Population Continues to Decline, Sliding by 23,757



West Virginia's Change in Average Annual Population, 2020 - 2024

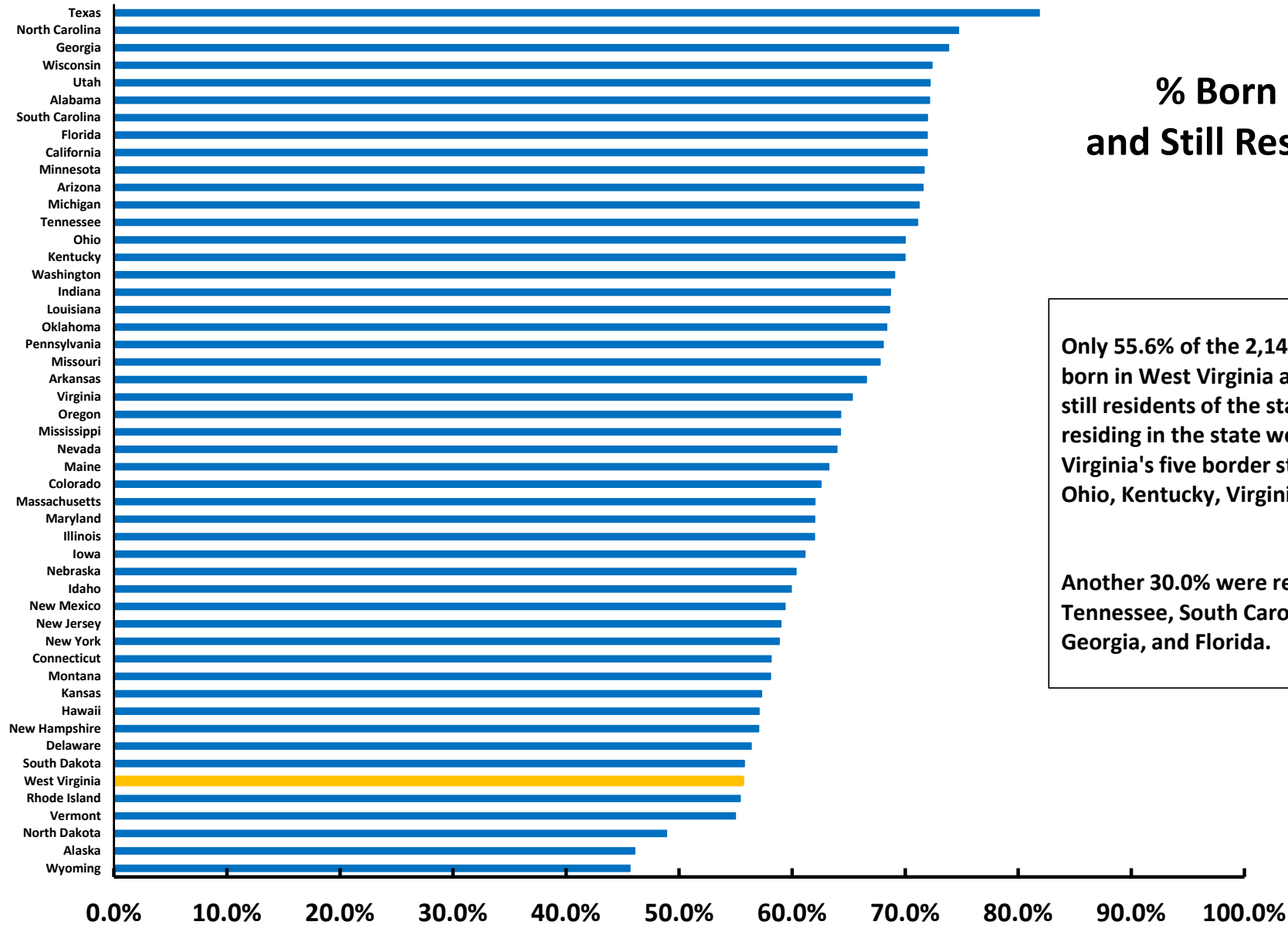
Source: WorkForceWV, Research, Information, and Analysis, and U.S. Census Bureau, Annual Population Estimates 2020-2024

Only 1 Birth for Every 1.6 Deaths and Low Net Migration Unable to Stem Population Decline



Aggregate Change in West Virginia's Population by Components, 2020 - 2024

Source: WorkForceWV, Research, Information, and Analysis, and U.S. Census Bureau, Annual Population Estimates 2020-2024

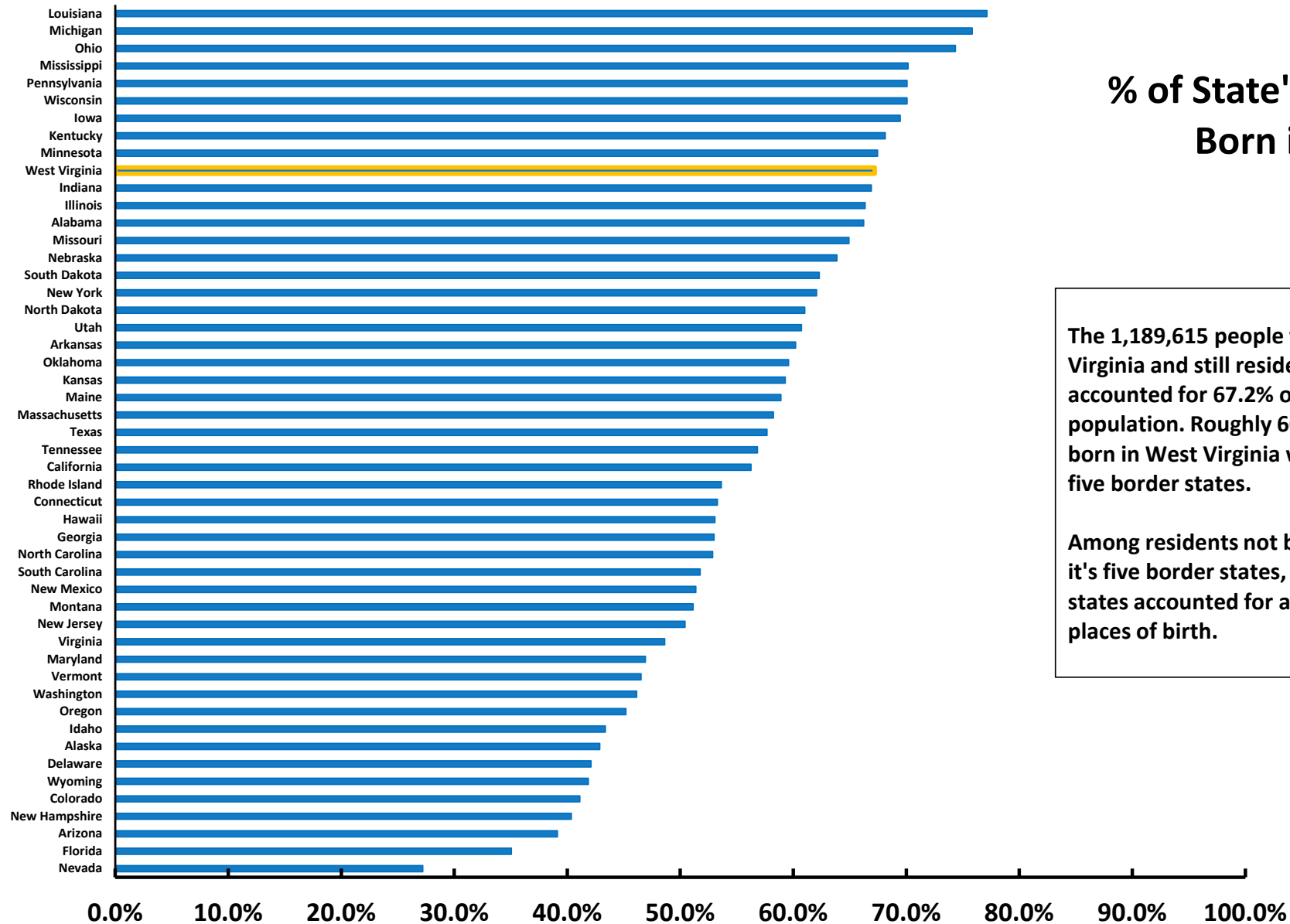


% Born in State and Still Reside in State

Only 55.6% of the 2,141,033 people who were born in West Virginia and alive in 2023, were still residents of the state. Half of those not residing in the state were residents of West Virginia's five border states: Pennsylvania, Ohio, Kentucky, Virginia, and Maryland.

Another 30.0% were residents of Indiana, Tennessee, South Carolina, North Carolina, Georgia, and Florida.

Source: WorkForceWV, Research, Information, and Analysis, and U.S. Census Bureau, ACS 1-Year 2023

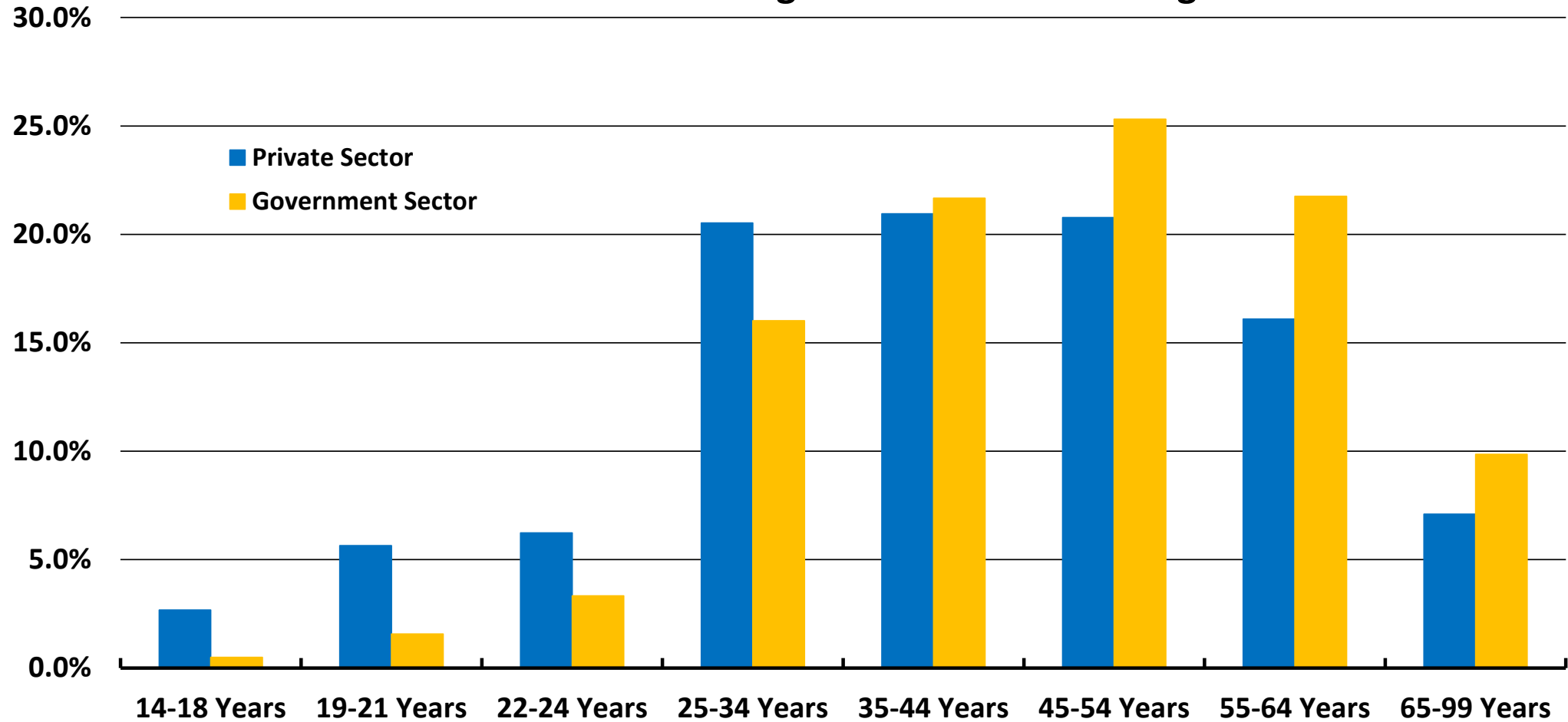


The 1,189,615 people who were born in West Virginia and still residents of the state in 2023 accounted for 67.2% of the state's total population. Roughly 60.0% of residents not born in West Virginia were born in one of its five border states.

Among residents not born in West Virginia or its five border states, no particular group of states accounted for a large share of their places of birth.

Source: WorkForceWV, Research, Information, and Analysis, and U.S. Census Bureau, ACS 1-Year 2023

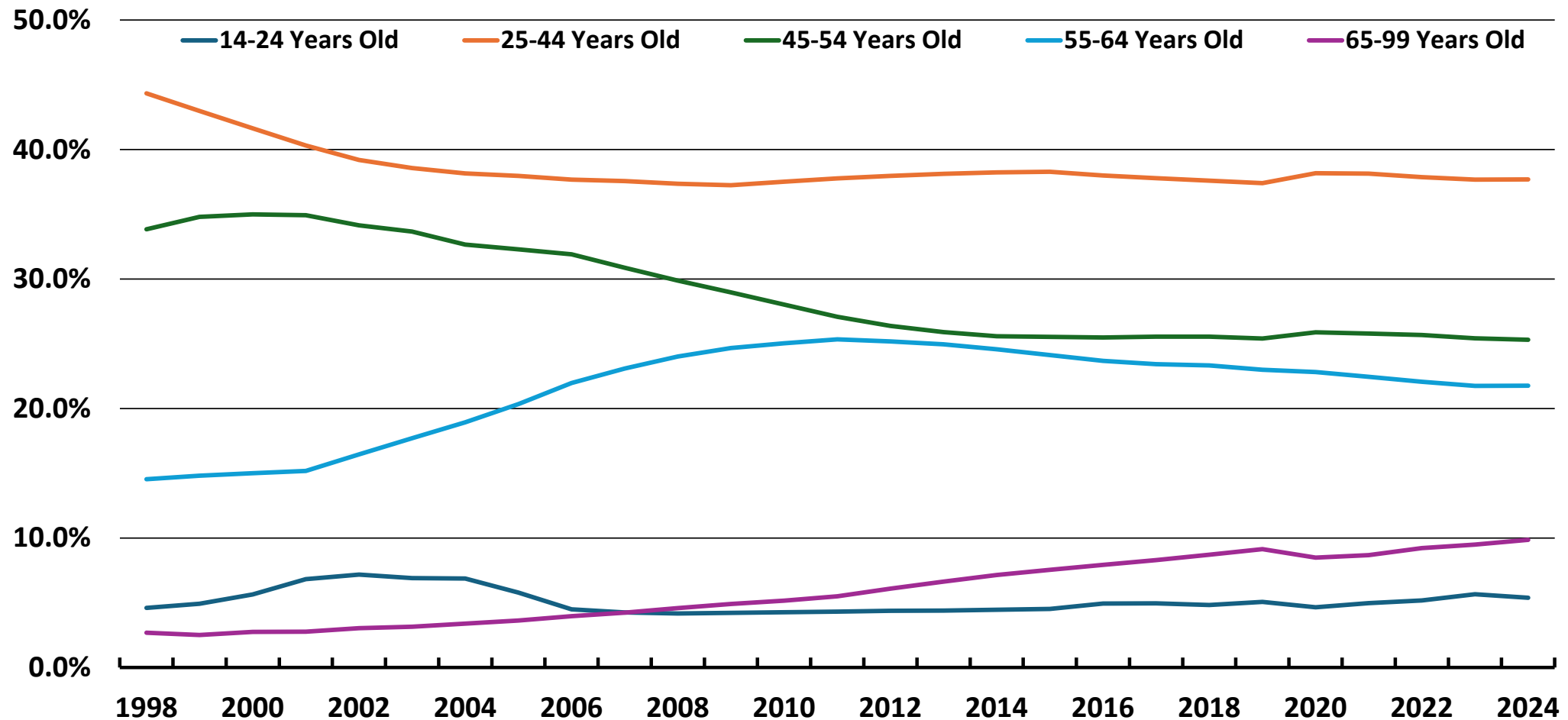
Nearly One-Third of Government Sector and One-Fourth of Private Sector are Pre-Retirement Age or Full-Retirement Age



West Virginia's Private vs. Government Employment by Age Group 2024

Source: WorkForceWV, Research, Information, and Analysis, and U.S. Census Bureau, Quarterly Workforce Indicators (QWI) 1998-2024

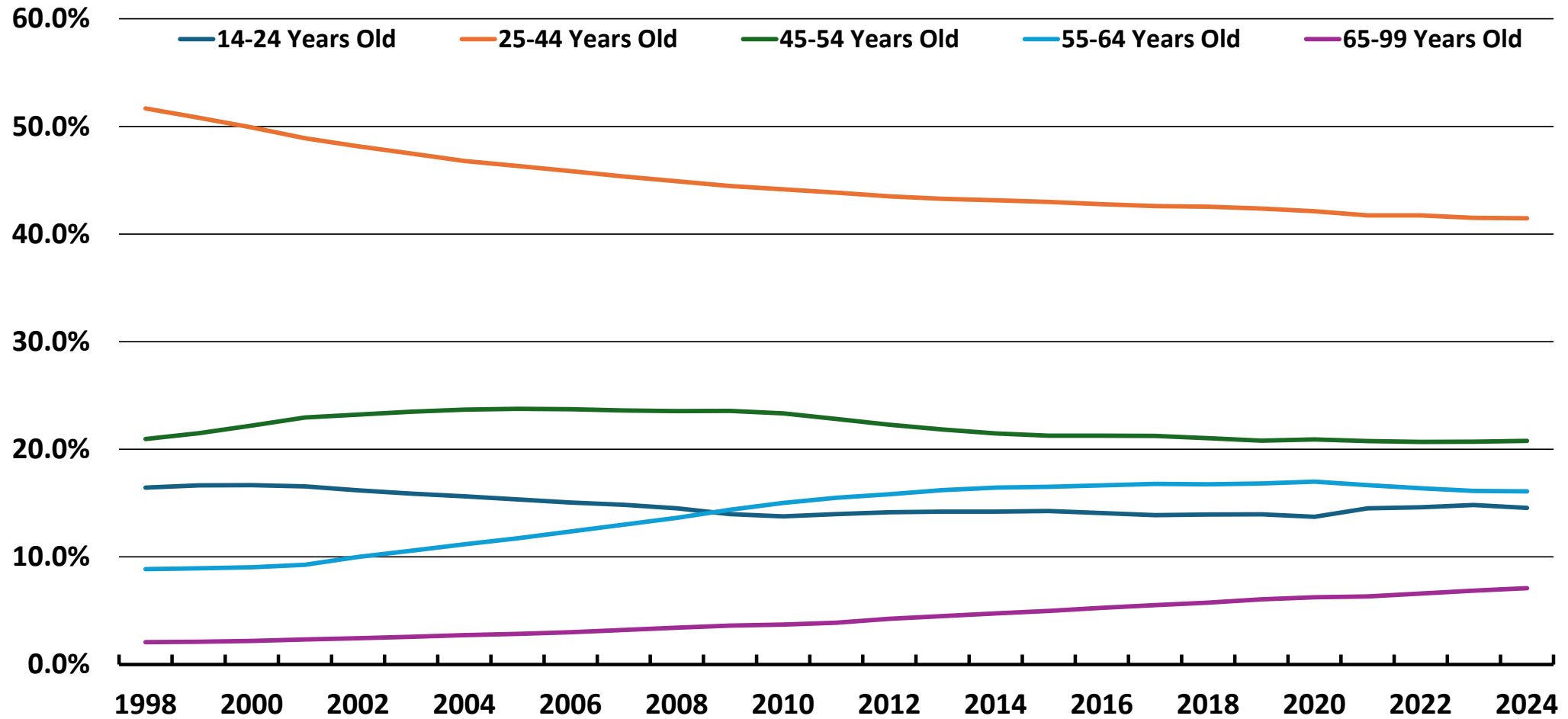
Employers Increasingly Reliant on Pre & Full-Retirement Age Workers



West Virginia's Government Sector Employment by Age Group, 1998 - 2024

Source: WorkForceWV, Research, Information, and Analysis, and U.S. Census Bureau, Quarterly Workforce Indicators (QWI) 1998-2024

Employers Increasingly Reliant on Pre & Full-Retirement Age Workers



West Virginia's Private Sector Employment by Age Group, 1998 - 2024

Source: WorkForceWV, Research, Information, and Analysis, and U.S. Census Bureau, Quarterly Workforce Indicators (QWI) 1998-2024

West Virginia's Share of Workers in Highest Employment Industries by Age Group

Industry	2024	1998	1998 to 2024	2024	1998	2004 to 2024
	14 to 44 Years Old	14 to 44 Years Old	Change in Share 14 to 44	55 to 99 Years Old	55 to 99 Years Old	Change in Share 55 to 99
Accommodation	56.0%	70.0%	-14.00	25.4%	12.4%	13.00
Food Services and Drinking Places	75.8%	87.6%	-11.80	11.9%	4.4%	7.50
Hospitals	55.8%	68.4%	-12.60	23.1%	9.7%	13.40
Ambulatory Health Care Services	54.7%	67.3%	-12.60	22.2%	10.5%	11.70
Social Assistance	50.3%	65.1%	-14.80	29.0%	13.6%	15.40
Nursing and Residential Care Facilities	58.5%	68.7%	-10.20	21.5%	11.3%	10.20
Retail Trade	60.0%	73.0%	-13.00	22.8%	10.7%	12.10
Professional, Scientific, and Technical Services	52.9%	71.0%	-18.10	25.7%	10.0%	15.70
Administrative and Support Services	59.2%	76.1%	-16.90	20.9%	8.9%	12.00

Source: WorkForceWV, Research, Information, and Analysis, and U.S. Census Bureau, Quarterly Workforce Indicators (QWI) 1998-2024

Average Annual Wage Growth 2002 -2023

	West Virginia	U.S.
Private Sector	3.4%	3.3%
Local Government	2.7%	2.9%
State Government	2.7%	3.2%
Federal Government	3.1%	3.1%

Source: WorkForceWV, Research, Information, and Analysis, and Bureau of Labor Statistics, Quarterly Census of Employment and Wages (QCEW) 2001-2023

West Virginia to U.S. Wage Gap

	2003	2023
Private Sector	-24.4%	-23.6%
Local Government	-21.6%	-25.9%
State Government	-19.4%	-28.7%
Federal Government	-6.5%	-6.3%

Source: WorkForceWV, Research, Information, and Analysis, and Bureau of Labor Statistics, Quarterly Census of Employment and Wages (QCEW) 2001-2023

West Virginia Occupational Projections and Wage Estimates by Entry Level Education

Entry Level of Education	2022 Estimated Employment	2022-2032 Projected growth	Annual Openings	% of Emp.	% of Growth	% of Openings	Entry Wage	Mean Wage	(Median) 50th Percentile
	722,846	29,026	83,191						
Doctoral or professional degree	21,115	1,424	1,186	2.9%	4.9%	1.4%	\$68,466	\$139,264	\$162,223
Master's degree	13,852	1,834	1,144	1.9%	6.3%	1.4%	\$60,349	\$87,678	\$101,343
Bachelor's degree	143,981	7,500	11,341	19.9%	25.8%	13.6%	\$52,917	\$84,772	\$100,700
Associate's degree	18,578	1,022	1,750	2.6%	3.5%	2.1%	\$42,684	\$58,940	\$67,067
Postsecondary non-degree award	68,287	3,498	7,730	9.4%	12.1%	9.3%	\$34,069	\$45,168	\$50,718
High school diploma or equivalent	292,912	10,169	34,560	40.5%	35.0%	41.5%	\$32,579	\$46,383	\$53,285
No formal educational credential	164,121	3,579	25,480	22.7%	12.3%	30.6%	\$24,685	\$32,867	\$36,958

Source: WorkForceWV, Research, Information, and Analysis, 10-Year Occupational Projections 2022-2032 and Occupational Employment and Wage Estimates 2024

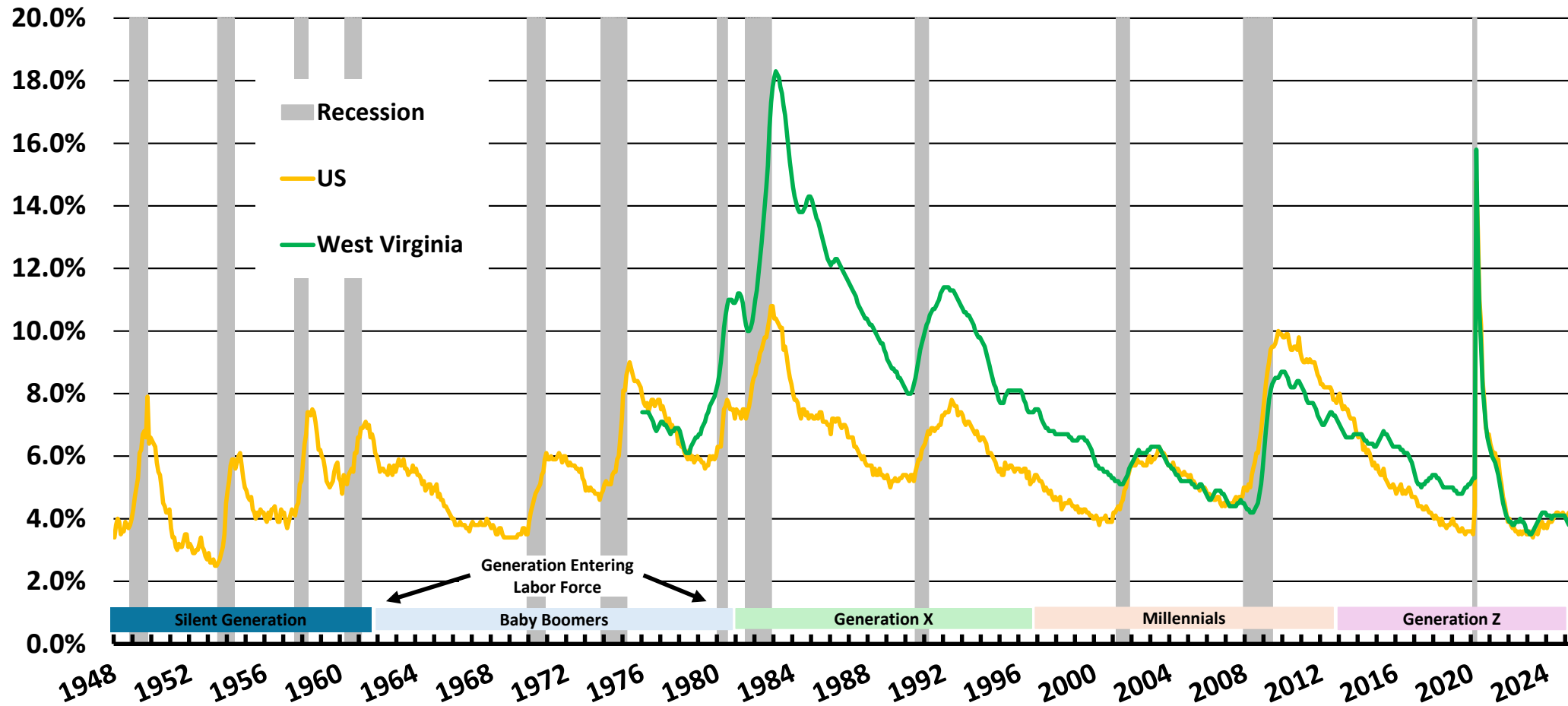
West Virginia - Private Sector

Establishments, Employment, and Wages by Size Class

	1st Quarter Establishments	1st Quarter Employment	1st Quarter Total Wages	Average Weekly Wage
All sizes	57,272	551,868	\$8,002,978,208	\$1,116
Fewer than 5	37,147	48,639	\$715,221,566	\$1,131
5 to 9	8,963	59,393	\$758,670,752	\$983
10 to 19	5,701	75,333	\$900,805,831	\$920
20 to 49	3,656	108,039	\$1,401,565,894	\$998
50 to 99	1,107	75,501	\$1,062,905,790	\$1,083
100 to 249	504	74,752	\$1,151,210,318	\$1,185
250 to 499	143	48,130	\$834,809,235	\$1,334
500 to 999	28	18,362	\$365,605,762	\$1,532
1,000 or more	23	43,721	\$812,183,060	\$1,429

Source: WorkForceWV, Research, Information, and Analysis, and Bureau of Labor Statistics, Quarterly Census of Employment and Wages (QCEW) 1st Quarter 2024

Unemployment Impacts are Different for Generations Entering Labor Force



Seasonally Adjusted Unemployment Rate, January 1948 to March 2025

Source: WorkForceWV, Research, Information, and Analysis, and Bureau of Labor Statistics - Current Population Survey and Local Area Unemployment Statistics 1948-2025

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