In 2012, unemployment in Calloway County was 7.2%.
### Top 10 Industries by Employment (2012)

<table>
<thead>
<tr>
<th>Industry Name (by 3-digit NAICS codes)</th>
<th>Calloway County Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local Government</td>
<td>2,706</td>
</tr>
<tr>
<td>State Government</td>
<td>2,021</td>
</tr>
<tr>
<td>Truck Transportation</td>
<td>1,516</td>
</tr>
<tr>
<td>Food Services &amp; Drinking Places</td>
<td>1,444</td>
</tr>
<tr>
<td>Machinery Manufacturing</td>
<td>1,085</td>
</tr>
<tr>
<td>Food Manufacturing</td>
<td>749</td>
</tr>
<tr>
<td>General Merchandise Stores</td>
<td>518</td>
</tr>
<tr>
<td>Ambulatory Health Care Services</td>
<td>465</td>
</tr>
<tr>
<td>Specialty Trade Contractors</td>
<td>424</td>
</tr>
<tr>
<td>Professional, Scientific, &amp; Technical Services</td>
<td>309</td>
</tr>
</tbody>
</table>

**Total Top 10 industries**: 11,237

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### Industry Sector (by 2-digit NAICS codes)

<table>
<thead>
<tr>
<th>Industry Sector (by 2-digit NAICS codes)</th>
<th>Calloway County</th>
<th>Purchase ADD*</th>
<th>Kentucky</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Percent Share of Total Jobs</td>
<td>2012 Jobs</td>
<td>2012 LQ †</td>
</tr>
<tr>
<td>Agriculture, Forestry, Fishing &amp; Hunting</td>
<td>0.3%</td>
<td>41</td>
<td>0.3</td>
</tr>
<tr>
<td>Mining, Quarrying, &amp; Oil &amp; Gas Extraction</td>
<td>0.0%</td>
<td>0</td>
<td>n/a</td>
</tr>
<tr>
<td>Utilities</td>
<td>0.0%</td>
<td>0</td>
<td>n/a</td>
</tr>
<tr>
<td>Construction</td>
<td>3.6%</td>
<td>572</td>
<td>0.8</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>15.1%</td>
<td>2,386</td>
<td>1.7</td>
</tr>
<tr>
<td>Wholesale Trade</td>
<td>3.2%</td>
<td>499</td>
<td>0.7</td>
</tr>
<tr>
<td>Retail Trade</td>
<td>12.2%</td>
<td>1,926</td>
<td>1.1</td>
</tr>
<tr>
<td>Transportation &amp; Warehousing</td>
<td>10.1%</td>
<td>1,594</td>
<td>3.2</td>
</tr>
<tr>
<td>Information</td>
<td>1.2%</td>
<td>196</td>
<td>0.6</td>
</tr>
<tr>
<td>Finance &amp; Insurance</td>
<td>1.8%</td>
<td>281</td>
<td>0.4</td>
</tr>
<tr>
<td>Real Estate &amp; Rental &amp; Leasing</td>
<td>1.2%</td>
<td>194</td>
<td>0.8</td>
</tr>
<tr>
<td>Professional, Scientific, &amp; Technical Services</td>
<td>2.0%</td>
<td>309</td>
<td>0.3</td>
</tr>
<tr>
<td>Management of Companies &amp; Enterprises</td>
<td>0.3%</td>
<td>54</td>
<td>n/a</td>
</tr>
<tr>
<td>Administrative &amp; Waste Management Services</td>
<td>1.8%</td>
<td>288</td>
<td>0.3</td>
</tr>
<tr>
<td>Educational Services</td>
<td>0.2%</td>
<td>29</td>
<td>0.9</td>
</tr>
<tr>
<td>Health Care &amp; Social Assistance</td>
<td>5.2%</td>
<td>827</td>
<td>0.4</td>
</tr>
<tr>
<td>Arts, Entertainment, &amp; Recreation</td>
<td>0.4%</td>
<td>68</td>
<td>0.3</td>
</tr>
<tr>
<td>Accommodation &amp; Food Services</td>
<td>9.7%</td>
<td>1,532</td>
<td>1.1</td>
</tr>
<tr>
<td>Other Services (except Public Administration)</td>
<td>1.4%</td>
<td>223</td>
<td>0.4</td>
</tr>
<tr>
<td>Public Administration</td>
<td>30.3%</td>
<td>4,803</td>
<td>1.9</td>
</tr>
</tbody>
</table>

*ADD = Area Development District  †LQ= National Location Quotient (see Insights for description)

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The data for this Profile were prepared by the Community & Economic Development Initiative of Kentucky (CEDIK) at the University of Kentucky. For questions on the data contained in this profile, contact James E. Allen IV, Research Director, at 859.218.4386 or james.allen4@uky.edu. Special thanks to Simona Balazs and Georgette Owusu-Amankwah, CEDIK Research Assistants, for their work on this profile.
CEDIK’s Economic Profile is comprised of two parts. The first page contains an overview of demographics and employment in the county, while the second page offers a closer look at jobs by industry. In an effort to provide as much data as possible on two pages, precise definitions of some measures were not included. Thus, questions may arise including: What does this number represent exactly? How can I interpret this? This short overview provides additional clarification to the meaning of the selected measures in the profile.

### Demographics and Employment

Page one of the profile starts with data on selected demographic variables, such as “percent change in total population”, “percent of the total population in poverty”, “unemployment rate”, and “median household income”. Numbers in the first table are provided for the county, Kentucky and the United States, allowing for comparison between the regions. In the second-part of the first table, estimates are provided along with a measure of “reliability”. The “reliability” refers to the Margin of Error (MOE) for the estimates. The MOE relates to uncertainty associated with an estimate based on the fact that there might be differences between the population included in the survey (sample population) versus the entire population. Thus, a small MOE suggests that the estimates are more likely to reflect what is actually happening in the county (i.e., higher reliability), while a large MOE suggests that the estimate is potentially not reflecting reality. To indicate the reliability of the estimate we used three confidence intervals (C.I.): >95%, between 90-95% and <90%. In our table, the three C.I. are coded as ■ for C.I. >95%, ▲ for C.I. between 90-95% and ● for C.I. <90%. If an estimate in the table has a ■ for example, then the MOE is small and the estimate is very reliable. If the symbol is ●, then the MOE is higher and the estimate might not be very representative of the full population. Data on this table come from different sources, mainly the U.S. Census Bureau and the U.S. Bureau of Labor Statistics (BLS). The American Community Survey (ACS) is a survey administered by the Census Bureau that collects data on age, sex, education, income, etc. The Small Area Income and Poverty Estimates (SAIPE) is a program developed by the Census Bureau that provides “more current estimates of selected income and poverty statistics than those from the most recent decennial census” (Census/SAIPE description).

On the middle section of the page, there is a table that provides an overview of jobs (total jobs, percent change in jobs, projected number of jobs) for the county, the Area Development District (ADD) and the state. An ADD consists of a network of planning and development organizations from neighboring counties that work towards the development of that area. There are 15 ADDs in Kentucky and each county is part of one. This section also contains a graph with unemployment rates over time (2002-2012) by county, Kentucky and the United States. In general, if the county’s unemployment rate is below that of Kentucky and the United States, the county is performing well economically. Note that Kentucky, the United States, and most counties saw a spike in unemployment between 2008 and 2009 as a result of the economic recession. Sources of data for this part are from Economic Modeling Specialist Inc. (EMSI) and the BLS.

On the bottom of the first page is a Kentucky map of the average annual unemployment rate for 2012 by county. As the unemployment rate increases, the color of a county becomes a darker shade of blue. A legend for the range of unemployment represented by each color and the county’s actual unemployment rate is also provided in the figure. The data source for the unemployment rate is the BLS.

### Jobs by Industry

Data on the second page provide more detailed information on number of jobs by industry, as categorized by the Northern American Industry Classification System (NAICS). NAICS is a standard used to classify the business establishments into various industries. Each firm is assigned a 6-digit number, and each digit after the first describes the firm in an increasing level of detail. For example, the code “11” describes jobs in “Agriculture, Forestry, Fishing, and Hunting”, the code “111” (an extra digit) describes jobs within agriculture, forestry, fishing, and hunting that fall under “Animal Production”, and the code “112” (again, one more digit) describes jobs within animal production that belong to “Poultry and Egg Production.” All of the tables on this page use NAICS to categorize employment by industry in the county. The source of data for this entire page is EMSI.

To start, the top-left table lists the number of county level jobs for the top 10 industries in that county, by 3-digit NAICS codes. To create this table, employment was examined for all 3-digit NAICS...
industries in the county, and then sorted highest to lowest. These top 10 industries represent the major sources of employment in the county. One can easily compare total employment from these top 10 industries with Total Jobs from the previous page to learn what share of county employment comes from these top 10 industries. For many counties, over 50% of total county jobs come from these top 10 industries.

A second method of looking at jobs in the county is illustrated in the pie chart in the upper-right corner. For this chart, we look at county employment in Kentucky’s five largest 2-digit NAICS industries, which are Public Administration, Healthcare, Manufacturing, Retail Trade and Accommodation and Food Services. For space, all the other 2-digit NAICS industries were aggregated as one. The data in the chart represent county employment for Kentucky’s 5 largest industries. Because these are Kentucky’s top 5 industries (and not necessarily the county’s), employment numbers for the county can be very low, or in some cases, one of these 5 major industries might not be present in a county at all.

The large table on the remainder of the page is an overview of all industry groups by 2-digit NAICS codes for the county, ADD and Kentucky. This table contains data for the percent share of a particular industry in that county, the total number of jobs for an industry, and the national Location Quotient (LQ) value. The LQ is an indicator of how concentrated a particular estimate (in this case, employment by industry), is in the region (county, ADD or state) as compared with the nation. If the LQ is higher than 1.0, then employment in that industry is a larger share of total employment in the region than the national average. In other words, regional employment is more concentrated in that the industry than at the national average, is the larger the LQ, the higher the concentration. For example, Kentucky’s LQ of 1.9 in the Mining industry suggests that more people are employed by the mining industry in Kentucky than across the country. Conversely, if the LQ is less than 1.0, then employment in this industry is less concentrated than it is nationally. For example, Kentucky’s LQ of 0.5 in the Agriculture industry suggests that fewer people are employed by the agriculture industry than elsewhere in the United States. Data is provided for the county, the ADD, and Kentucky in order to allow for comparison of jobs and LQs.

References:
Bureau of Labor Statistics (BLS) for Unemployment Rate, retrieved from http://www.bls.gov/home.htm
Census/ American Community Survey (ACS) for Education estimates, retrieved from https://www.census.gov/acs/www/about_the_survey/american_community_survey/
Economic Modeling Specialists Inc. (EMSI) for Employment Data, retrieved from http://www.economicmodeling.com/