

## POPULATION & DEMOGRAPHICS

### POPULATION

Year	Population
1990*	196,098
2000*	208,656
2011	211,844
2016	212,509
Change 1990 - 2000	6.4%
Change 2000 - 2011	1.5%
Change 1990 - 2011	8.0%
Change 2011 - 2016	0.3%

SOURCES: Nielsen-Claritas, Inc. \*U.S. Census Bureau

### DIVERSITY (2011)

Race/Ethnicity	Percent
White	89.7%
Black/African American	6.8%
Asian	0.7%
American Indian	0.2%
Pacific Islander	0.0%
Other	2.4%
Hispanic or Latino	2.4%
Not Hispanic or Latino	97.6%

SOURCE: Nielsen-Claritas, Inc.,

### MEDIAN AGE

Year	Age
2000*	38.6
2011	40.7
2016	41.1

SOURCE: Nielsen-Claritas, Inc., U.S. Census Bureau

### HOUSEHOLD INCOME

#### Median Household Income

Year	Amount
2000*	\$32,245
2011	\$37,098
2016	\$37,850
Change '11 - '16	2.0%

SOURCE: Nielsen-Claritas, Inc. \*U.S. Census Bureau.

#### Household Income Distribution (2011)

Households	89,445
Less than \$35,000	47.7%
Between \$35,000 and \$75,000	33.6%
Greater than \$75,000	18.7%

SOURCE: Nielsen-Claritas, Inc.

### EDUCATIONAL ATTAINMENT

Highest Level	2011
No High School Diploma	17.2%
High School Diploma Only	35.1%
1 to 3 Years College*	21.9%
Associate Degree	7.3%
Bachelors Degree	11.0%
Graduate Degree	7.5%
12 to 15 years of education	64.3%
16 or more years of education	18.4%

SOURCE: Nielsen-Claritas, Inc.

\*No degree

### AGE DISTRIBUTION

#### Percent

Age Group (in years)	2000*	2011	2016
0-17	22.6%	21.6%	21.5%
18-34	22.1%	21.5%	21.8%
35-54	28.5%	26.2%	23.8%
55-64	10.5%	13.2%	13.6%
65-74	8.2%	9.3%	10.8%
75 and over	8.2%	8.2%	8.5%

SOURCE: Nielsen-Claritas, Inc. \*U.S. Census Bureau.

#### Numeric

Age Group (in years)	2011	2016
0-17	45,779	45,652
18-34	45,625	46,247
35-54	55,464	50,653
55-64	27,896	28,929
65-74	19,770	22,874
75 and over	17,310	18,154

SOURCE: Nielsen-Claritas, Inc.

#### Change in Population by Age Group 2011-2016

Age Group (in years)	Number	Percent
0-17	-127	-0.3%
18-34	622	1.4%
35-54	-4,811	-8.7%
55-64	1,033	3.7%
65-74	3,104	15.7%
75 and over	844	4.9%

SOURCE: Nielsen-Claritas, Inc.

## LABOR FORCE

### CIVILIAN LABOR FORCE

	Number
2000	99,825
2011	100,739
Dec. 2012	100,649
% Change 2000 - 2011	0.9%

SOURCE: U.S. Bureau of Labor Statistics

### EMPLOYMENT

	Number	Percent
2000	94,971	95.1%
2011	91,705	91.0%
Dec. 2012	92,477	91.1%

SOURCE: U.S. Bureau of Labor Statistics

### UNEMPLOYMENT

	Number	Percent
2000	4,854	<b>4.9%</b>
2011	9,034	<b>9.0%</b>
Dec. 2012	8,172	8.9%

SOURCE: U.S. Bureau of Labor Statistics

### LABOR PARTICIPATION (2011)

	Number	Percent
Male	53,703	65.5%
Female	46,615	52.3%
Total	100,318	58.6%

SOURCE: Nielsen-Claritas, Inc.

## COMMUTATION PATTERNS (2010) FROM GRAVES COUNTY

### Where Employees Live

Residence Location	Percent
Total	100%
Graves County, KY	59.2%
McCracken County, KY	7.4%
Calloway County, KY	4.8%
Marshall County, KY	4.0%
Carlisle County, KY	2.2%
Hickman County, KY	2.0%
Jefferson County, KY	1.6%
Obion County, TN	1.5%
Ballard County, KY	1.1%
Fulton County, KY	1.0%
All Other Locations	15.2%
<b>Non-residents as % of employees</b>	<b>40.8%</b>

Source: U.S. Census Bureau, On the Map

### Where Residents Work

Employment Location	Percent
Total	100%
Graves County, KY	45.6%
McCracken County, KY	18.1%
Calloway County, KY	7.5%
Marshall County, KY	3.8%
Jefferson County, KY	3.2%
Obion County, TN	1.8%
Ballard County, KY	1.5%
Fulton County, KY	1.5%
Fayette County, KY	1.2%
Daviess County, KY	1.0%
All Other Locations	14.7%
<b>% of residents working outside home county</b>	<b>54.4%</b>

Source: U.S. Census Bureau, On the Map

## WORKER'S COMPENSATION, UNEMPLOYMENT INSURANCE AND LABOR LEGISLATION

### WORKERS' COMPENSATION INSURANCE (2012)

Rate* - average manufacturing (2012)	2.14
Rate - clerical code 8810	0.17
Maximum weekly benefit	\$736.19

SOURCES: State of Kentucky, Nat'l Council on Compensation Insurance.

\*Voluntary Market Rate

Average VOL rates for the following manufacturing NCCI codes:

3179 (Electrical Apparatus), 3400 (Metal Stamped Goods),

3507 (Machinery Mfg, NOC)

4452 (Plastics Mfg: Fabricated Products NOC),

4484 (Plastics Mfg: Molded Products, NOC)

### STATE UNEMPLOYMENT INSURANCE (2012)

Unemployment insurance rate (avg. existing employers)	1% to 10%
Unemployment insurance rate (for new employers)	2.70%
Unemployment insurance taxable base	\$9,000
Unemployment insurance maximum weekly benefit amount	\$415

SOURCE: ADP, Inc.

### STATE LABOR LEGISLATION

Employment-at-Will Legislation in effect?	Yes
Right-to-Work law in effect?	No

SOURCE: States of Kentucky and Illinois

## LABOR FORCE, continued

### ESTABLISHMENT EMPLOYMENT BY INDUSTRY (2011)

Industry	Employment	Percent
Total all Industry*	81,016	100%
Forestry, fishing, hunting, agriculture support	290	0.4%
Mining	40	0.0%
Utilities	621	0.8%
Construction	4,035	5.0%
Manufacturing	10,737	13.3%
Wholesale trade	3,123	3.9%
Retail trade	11,981	14.8%
Transportation & warehousing	5,390	6.7%
Information	1,163	1.4%
Finance & insurance	2,010	2.5%
Real estate & rental & leasing	857	1.1%
Professional, scientific & technical services	1,885	2.3%
Management of companies & enterprises	257	0.3%
Administration & Support, Waste Management and Remediation	2,674	3.3%
Educational services	951	1.2%
Health care and social assistance	8,318	10.3%
Arts, entertainment & recreation	782	1.0%
Accommodation & food services	7,510	9.3%
Other services (except public administration)	1,889	2.3%
Public administration	3,245	4.0%
Employment not reported*	81,016	100%

Source: U.S. Bureau of Labor Statistics, (QCEW)

\*The US Bureau of Labor Statistics withholds data that might reveal information regarding individual companies. Therefore, the sum of employment for the industries listed does not equal "Total all industries".

### RESIDENT HIGH-KNOWLEDGE OCCUPATIONAL EMPLOYMENT (2011)

Occupational Group	Employment	Percent
Total	24,581	100%
Healthcare Practitioner/Technician	5,255	21.4%
Life/Physical/Social Science	638	2.6%
Architecture/Engineering	1,334	5.4%
Arts/Design/Entertainment/Sports/Media	946	3.8%
Business and Financial Operations	1,972	8.0%
Computer and Mathematical	1,113	4.5%
Education/Training/Library	5,286	21.5%
Legal	416	1.7%
Management including Farmers/Farm Mgrs	7,621	31.0%

SOURCE: Nielsen-Claritas, Inc., U.S. Bureau of Labor Statistics

### RESIDENT EMPLOYMENT BY OCCUPATION (2011)

Occupational Group	Employment	Percent
Total	91,705	100%
Management, Including Farmers and Farm Managers	7,621	8.3%
Business and Financial Operations	1,972	2.2%
Computer and Mathematical	1,113	1.2%
Architecture and Engineering	1,334	1.5%
Life, Physical, and Social Science	638	0.7%
Community and Social Services <sup>†</sup>	1,790	2.0%
Legal	416	0.5%
Education, Training, and Library	5,286	5.8%
Arts, Design, Entertainment, Sports, and Media	946	1.0%
Healthcare Practitioners and Technical	5,255	5.7%
Healthcare Support <sup>†</sup>	2,235	2.4%
Protective Service <sup>†</sup>	1,628	1.8%
Food Preparation and Serving Related <sup>†</sup>	6,051	6.6%
Building and Grounds Cleaning, and Maintenance*	3,849	4.2%
Service: Personal Care and Service <sup>†</sup>	2,938	3.2%
Sales and Related Occupations <sup>†</sup>	10,011	10.9%
Office and Administrative Support	12,607	13.7%
Farming, Fishing, and Forestry*	1,078	1.2%
Construction and Extraction*	5,984	6.5%
Installation, Maintenance, and Repair*	4,094	4.5%
Production*	7,822	8.5%
Transportation and Material Moving*	7,034	7.7%

SOURCE: Nielsen-Claritas, Inc., U.S. Bureau of Labor Statistics

\*Blue-collar occupations

<sup>†</sup>Service occupations

### SERVICES, WHITE, BLUE-COLLAR OCCUPATIONAL DISTRIBUTION (2011)

Occupational Group	Employment	Percent
Blue-Collar	29,862	32.6%
White-Collar	37,189	40.6%
<b>Services</b>	<b>24,654</b>	<b>26.9%</b>

SOURCE: Nielsen-Claritas, Inc., U.S. Bureau of Labor Statistics

## LABOR FORCE, continued

### AVERAGE ANNUAL EARNINGS BY INDUSTRY (2011)

NAICS	Industry	Earnings
-----	Total	\$35,988
11----	Forestry, fishing, hunting, agriculture support	\$28,223
21----	Mining	\$48,617
22----	Utilities	\$72,025
23----	Construction	\$42,099
31----	Manufacturing	\$52,422
42----	Wholesale trade	\$39,216
44----	Retail trade	\$22,134
48----	Transportation & warehousing	\$43,761
51----	Information	\$41,444
52----	Finance & insurance	\$39,200
53----	Real estate & rental & leasing	\$21,635
54----	Professional, scientific & technical services	\$37,320
55----	Management of companies & enterprises	\$49,645
56----	Administration & Support, Waste Management and Remediation	\$25,560
61----	Educational services	\$18,570
62----	Health care and social assistance	\$28,041
71----	Arts, entertainment & recreation	\$16,724
72----	Accommodation & food services	\$11,652
81----	Other services (except public administration)	\$24,581

SOURCE: U.S. Bureau of Labor Statistics (QCEW)

### MEDIAN ANNUAL SALARIES BY OCCUPATION (2011)

Occupation Description	Median
Accounting Clerk, Intermediate Level	\$30,104
General Clerk, Intermediate Level	\$25,326
Call Center Representative II-inbound	\$26,926
Customer Service Representative, Intermediate Level	\$29,223
Customer Service Representative, e-Commerce	\$24,650
Electrician, Intermediate Level	\$40,890
Computer Operator, Intermediate Level	\$34,114
Network Administrator, Intermediate Level	\$52,285
Programmer, Intermediate Level	\$54,200
Fork Lift Operator	\$25,075
General Laborer	\$22,829
Lab Assistant, Intermediate Level	\$32,174
Operations Research Analyst, Intermediate Level	\$49,850

SOURCE: Salary.com

## EDUCATION

### PUBLIC SCHOOLS & SECONDARY INSTITUTIONS (2010 - 2011)

Total number of public schools	70	High school graduation rates by district:	Composite ACT scores by district:
Expenditure per pupil by county:		<i>Ballard County, KY</i> 86.5%	<i>Ballard County, KY</i> 18.9
<i>Ballard County, KY</i>	\$10,584	<i>Calloway County, KY</i> 85.3%	<i>Calloway County, KY</i> 19.6
<i>Calloway County, KY</i>	\$10,297	<i>Carlisle County, KY</i> 84.3%	<i>Carlisle County, KY</i> 18.2
<i>Carlisle County, KY</i>	\$7,818	<i>Fulton County, KY</i> 76.2%	<i>Fulton County, KY</i> 15.8
<i>Fulton County, KY</i>	\$10,850	<i>Fulton Independent, KY</i> 69.8%	<i>Fulton Independent, KY</i> 17.9
<i>Graves County, KY</i>	\$9,219	<i>Graves County, KY</i> 82.5%	<i>Graves County, KY</i> 19.5
<i>Hickman County, KY</i>	\$11,907	<i>Hickman County, KY</i> 69.9%	<i>Hickman County, KY</i> 20.0
<i>Marshall County, KY</i>	\$9,460	<i>Joppa-Maple Grove Unified District, IL</i> 83.0%	<i>Joppa-Maple Grove Unified District, IL</i> 19.4
<i>McCracken County, KY</i>	\$9,260	<i>Marshall County, KY</i> 79.2%	<i>Marshall County, KY</i> 20.4
<i>Massac County, IL</i>	\$4,898	<i>Mayfield Independent, KY</i> 81.8%	<i>Mayfield Independent, KY</i> 19.6
Total # elementary schools	38	<i>McCracken County, KY</i> 77.4%	<i>McCracken County, KY</i> 20.7
Total # middle schools	17	<i>Massac Unified District, IL</i> 91.3%	<i>Massac Unified District, IL</i> 20.3
Total # high schools	15	<i>Murray Independent, KY</i> 82.8%	<i>Murray Independent, KY</i> 20.5
High school enrollment - total	9,389	<i>Paducah Independent, KY</i> 78.2%	<i>Paducah Independent, KY</i> 19.0

SOURCES: States of Kentucky and Illinois

## COUNTY POST-SECONDARY INSTITUTIONS

				Enrollment (2011)
Daymar College-Paducah Main	Paducah, KY	McCracken		235
West Kentucky Community and Technical College	Paducah, KY	McCracken		7,515
Shawnee Community College	Ullin, IL	Massac		1,937

More-than-Four-Year Institutions	Address	County	Enrollment (2011)
University of Kentucky Engineering Campus	Paducah, KY	McCracken	N/A*
Mid-Continent College	Mayfield, KY	Graves	2,474
Murray State University	Murray, KY	Calloway	10,500

SOURCE: U.S. Department of Education, National Center for Education Statistics (IPEDS)

\*Enrollment not available from IPEDA for satellite campuses

## TOP 20 DEGREES, CERTIFICATES AND DIPLOMAS BY TOTAL AWARDED (2011)

Description	Certificates (2-Years or Below)	Associates Degree	Bachelors Degree	Masters Degree	Doctorate	Total
Agriculture- Agriculture Operations and Related Sciences	2			57	18	77
Biological and Biomedical Sciences	1			41	6	48
Business- Management- Marketing- and Related Support Services	55	47	291	584	129	1106
Communication- Journalism- and Related Programs	1			116	36	153
Communications Technologies/Technicians and Support Services	3		23	10		36
Computer and Information Sciences and Support Services	19	1	32	12	1	65
Construction Trades	25	24	218			267
Education	26			238	251	515
Engineering	24			16		40
Engineering Technologies and Engineering-related Fields	3	4	21	112	62	202
English Language and Literature/Letters	4			29	12	45
Family and Consumer Sciences/Human Sciences	3		17	16	2	38
Foreign Languages- Literatures- and Linguistics				11		11
Health Professions and Related Programs	242	148	650	198	55	1293
History	1			24	5	30
Homeland Sec.- Law Enforcement- Firefighting & Protective Serv.	37	3	1	28		69
Legal Professions and Studies	9					9
Liberal Arts and Sciences- General Studies and Humanities	555			147		702
Mathematics and Statistics				16	3	19
Mechanic and Repair Technologies/Technicians	16	17	134			167
Multi/Interdisciplinary Studies	108					108
Natural Resources and Conservation	1			7		8
Parks- Recreation- Leisure and Fitness Studies				32		32
Personal and Culinary Services	7	18	55			80
Philosophy and Religious Studies				12		12
Physical Sciences	2			26	3	31
Precision Production	5	23	182			210
Psychology	3			66	8	77
Public Administration and Social Service Professions	1			41	44	86
Social Sciences	3			47	6	56
Theology and Religious Vocations				4		4
Transportation and Materials Moving			34			34
Visual and Performing Arts	2			76		78

SOURCE: U.S. Department of Education, National Center for Education Statistics (IPEDS)



## TRANSPORTATION & ACCESS

### DRIVING DISTANCES AND TIMES TO SEVERAL CITIES

Destination	*Distance in Miles	Time
Nashville, TN	149	2 hrs, 21 mins.
Memphis, TN	160	3 hrs, 4 mins.
Louisville, KY	228	3 hrs, 31 mins.
Springfield, IL	253	4 hrs, 16 mins.
Frankfort, KY	262	4 hrs, 6 mins.
Lexington, KY	266	4 hrs, 7 mins.
Jefferson City, MO	315	5 hrs, 11 mins.
Indianapolis, IN	315	5 hrs, 5 mins.
Little Rock, AR	316	4 hrs, 55 mins.
Atlanta, GA	394	6 hrs, 15 mins.

SOURCE: MapQuest - \*From West Kentucky Megasite

### NEAREST COMMERCIAL AIRPORTS AND DISTANCES

Airport Name	Category	*Distance in Miles
Barkley Regional Airport, KY	Non-hub	18
Memphis International, TN	Medium Hub	160
Lambert-St. Louis International, MO	Medium Hub	196
Louisville International, KY	Small Hub	224
Nashville International, TN	Medium Hub	154

SOURCE: Federal Aviation Authority \*From West Kentucky Megasite

## QUALITY OF LIFE

### COMMUTATION (2011)

of Workforce with:	Percent
Under 15-minute commute or work at home	44.5%
15 to 29-minute commute	33.8%
30 to 59-minute commute	18.1%
60-minute or more commute	3.6%

SOURCE: Nielsen-Claritas, Inc.

### COST-OF-LIVING INDEX VS. U.S. (U.S.=100)\*

Category	Value
Cost of Living	79.2

SOURCE: BestPlaces.net

\*Paducah

### CLIMATE

Average High Temp. °F (July)	91
Average Low Temp. °F (January)	28.1
Average Annual Rainfall (inches)	48.2
Average Annual Snowfall (inches)	6.5
Average Precipitation Days	91
Average Clear Days	200

SOURCE: BestPlaces.net

### MEDIAN HOME VALUE (2011)

Category	Value
Median Home Value	\$91,846

SOURCE: Nielsen-Claritas, Inc.

## TAXES (2012)

### KENTUCKY CORPORATE INCOME TAX

Maximum Rate	6.0%
Taxable Base	Gross

SOURCE: State of Kentucky

### KENTUCKY SALES AND USE TAX

State Rate	6.0%
Local Add-On	None

SOURCE: State of Kentucky

### KENTUCKY INDIVIDUAL PERSONAL STATE INCOME TAX

Maximum State Tax Rate	6.0%
Taxable Base	Net

SOURCE: State of Kentucky

### PROPERTY TAX (Graves County, KY)

Effective Property Tax Rate per \$1,000 of home value	\$5.47
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SOURCE: BestPlaces.net

## MAJOR EMPLOYERS (450+ Employment)

Name	Employment	NAICS	Primary Product or Service	Location
Western Baptist Hospital	1,600	62211002	General Medical & Surgical Hospitals	Paducah KY
United States Enrichment Corp	1,200	32519904	All Other Basic Organic Chemical Manufacturing	Kevil KY
Lourdes Hospital	1,200	62211002	General Medical & Surgical Hospitals	Paducah KY
Briggs & Stratton Corp	1,100	33361803	Other Engine Equipment Manufacturing	Murray KY
Pilgrim's Pride Corp	1,100	31161501	Poultry Processing	Hickory KY
Murray Calloway County Hosp	1,000	62211002	General Medical & Surgical Hospitals	Murray KY
James Marine Inc	1,000	48833006	Navigational Services To Shipping	Paducah KY
Harrah's Metropolis Casino	1,000	71329002	Other Gambling Industries	Metropolis IL
Westlake Monomers	900	32611309	Unlaminated Plastics Film/Sheet (Except Packaging) Mfg	Calvert City KY
New Page Corp	630	32212103	Paper (Except Newsprint) Mills	Wickliffe KY
Jackson Purchase Medical Center	500	62211002	General Medical & Surgical Hospitals	Mayfield KY
Walmart Supercenter	500	45211101	Department Stores	Paducah KY
ISP Chemicals Inc	500	45399819	All Other Misc Store Retailers (Excluding Tobacco Stores)	Calvert City KY
Pella Windows & Doors	450	44419069	Other Building Material Dealers	Murray KY

Source: Reference USA

## Unions (2000-2012)

### UNION ELECTIONS

Year	# of Elections	Union Wins	Union Losses	# Certifications/ # Decertifications
2012	No Union Elections Held			
2011	1	0	1	1
2010				
2009	No Union Elections Held			
2008	No Union Elections Held			
2007	No Union Elections Held			
2006	2	1	1	2 cert 0 decert

SOURCE: National Labor Relations Board, LRI

## EMPLOYMENT CLUSTERS

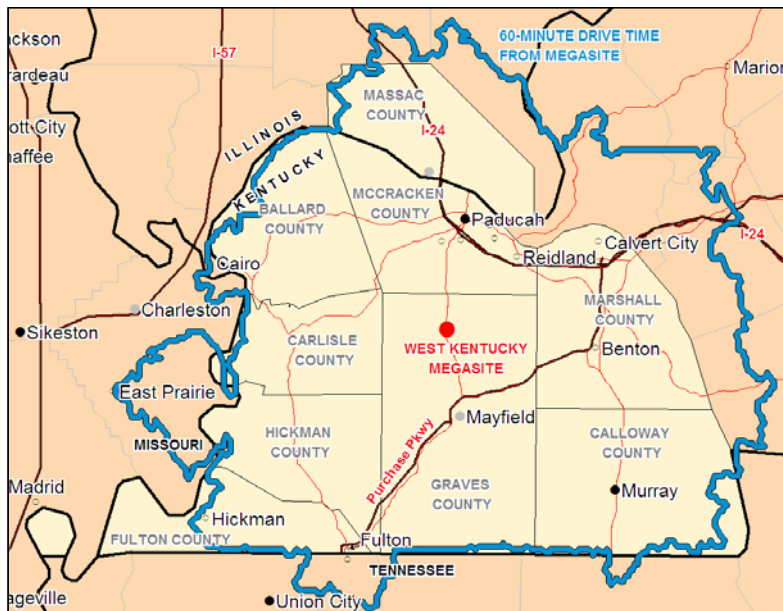
<b>INDUSTRY CLUSTERS (2010) FOR REGION</b>	<b>Location Quotient U.S.=1.00</b>
Mining	5.92
Transportation & Logistics	2.93
Chemicals & Chemical Based Products	2.61
Forest & Wood Products	2.39
Agribusiness, Food Processing & Technology	2.05
Transportation Equipment Mfg	1.52
Glass & Ceramics	1.33
Biomedical/Biotechnical (Life Sciences)	1.32
Advanced Materials	1.16
Fabricated Metal Product Mfg	1.06
Energy (Fossil & Renewable)	1.01
Arts, Entertainment, Recreation & Visitor Industries	0.73
Manufacturing Supercluster	0.67
Machinery Mfg	0.65
Education & Knowledge Creation	0.56
Printing & Publishing	0.53
Electrical Equipment, Appliance & Component Mfg	0.47
Information Technology & Telecommunications	0.44
Business & Financial Services	0.41
Computer & Electronic Product Mfg	0.41
Defense & Security	0.41
Apparel & Textiles	0.26

Source: StatsAmerica, 2010, U.S. Bureau of Labor Statistics, Quarterly Census of Employment & Wages (QCEW) and Purdue Center for Regional Development (cluster definitions).

<b>OCCUPATIONAL CLUSTERS (2009*) FOR REGION</b>	<b>Location Quotient U.S.=1.00</b>
Agribusiness and Food Technology	6.28
Skilled Production Workers: Technicians, Operators, Trades, Installers & Repairers	1.32
Primary/Secondary and Vocational Education, Remediation & Social Services	1.14
Health Care and Medical Science (Therapy, Counseling and Rehabilitation )	0.92
Personal Services Occupations	0.89
Health Care and Medical Science (Aggregate)	0.88
Health Care and Medical Science (Medical Technicians)	0.86
Health Care and Medical Science (Medical Practitioners and Scientists)	0.77
Legal and Financial Services, and Real Estate (L & FIRE)	0.77
Managerial, Sales, Marketing and HR	0.7
Public Safety and Domestic Security	0.7
Arts, Entertainment, Publishing and Broadcasting	0.67
Postsecondary Education and Knowledge Creation	0.66
Mathematics, Statistics, Data and Accounting	0.52
Natural Sciences and Environmental Management	0.52
Technology-Based Knowledge Clusters	0.5
Building, Landscape and Construction Design	0.41
Information Technology (IT)	0.32
Engineering and Related Sciences	0.27

Source: StatsAmerica, 2010, U.S. Bureau of Labor Statistics, Quarterly Census of Employment & Wages (QCEW) and Purdue Center for Regional Development (cluster definitions).





## POPULATION & DEMOGRAPHICS

### POPULATION

Year	Population
1990	215,724
2000	228,705
2011	229,996
2016	229,864
Change 1990 - 2000	6.0%
Change 2000 - 2011	0.6%
Change 1990 - 2011	6.6%
Change 2011 - 2016	-0.1%

SOURCES: Nielsen-Claritas, Inc.

### DIVERSITY (2011)

Race/Ethnicity	Percent
White	89.9%
Black/African American	7.0%
Asian	0.7%
American Indian	0.2%
Pacific Islander	0.0%
Other	2.1%
Hispanic or Latino	2.0%
Not Hispanic or Latino	98.0%

SOURCE: Nielsen-Claritas, Inc.

### MEDIAN AGE

Year	Age
2000	38.8
2011	40.5
2016	41.2

SOURCE: Nielsen-Claritas, Inc.

### HOUSEHOLD INCOME (2011)

Median Household Income	
Year	Amount
2000	\$31,979
2011	\$36,495
2016	\$37,227
Change '11- '16	2.0%

### Household Income Distribution (2011)

Households	97,064
Less than \$35,000	45.5%
Between \$35,000 and \$75,000	34.0%
Greater than \$75,000	20.5%

SOURCES: Nielsen-Claritas, Inc., \*U.S. Census Bureau

### EDUCATIONAL ATTAINMENT

Highest Level	2011
No High School Diploma	17.8%
High School Diploma Only	37.1%
1 to 3 Years College	21.4%
Associate Degree	6.4%
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Graduate Degree	6.9%
12 to 15 years of education	65.0%
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SOURCE: Nielsen-Claritas, Inc.

### AGE DISTRIBUTION

Percent			
Age Group (in years)	2000	2011	2016
0-17	22.6%	21.2%	21.0%
18-34	21.9%	22.0%	21.7%
35-54	28.7%	26.6%	24.8%
55-64	10.6%	12.8%	13.5%
65-74	8.2%	9.0%	10.3%
75 and over	8.1%	8.4%	8.7%

SOURCE: Nielsen-Claritas, Inc.

### Numeric

Age Group (in years)	2011	2016
0-17	48,731	48,289
18-34	50,693	49,839
35-54	61,148	56,960
55-64	29,418	30,990
65-74	20,639	23,700
75 and over	19,367	20,084

SOURCE: Nielsen-Claritas, Inc.

### Change in Population by Age Group (2011-2016)

Age Group (in years)	Number*	Percent
0-17	-442	-0.9%
18-34	-854	-1.7%
35-54	-4,188	-6.8%
55-64	1,572	5.3%
65-74	3,061	14.8%
75 and over	717	3.7%

SOURCE: Nielsen-Claritas, Inc.

## LABOR FORCE

### CIVILIAN LABOR FORCE

	Number
2000	107,994
2011	110,714
% Change 2000 - 2011	2.5%

SOURCE: Nielsen-Claritas, Inc.

### EMPLOYMENT

	Number	Percent
2000	101,172	93.7%
2011	102,500	92.6%

SOURCE: Nielsen-Claritas, Inc.

### RESIDENT EMPLOYMENT BY INDUSTRY (2011)

Industry	Employment	Percent
Total	102,500	100%
Agriculture/Forest/Fish/Hunt	4,586	4.5%
Construction	7,956	7.8%
Total Manufacturing	13,717	13.4%
Wholesale Trade	3,302	3.2%
Retail Trade	14,064	13.7%
Transport/Warehouse/Utilities	6,426	6.3%
Information	1,529	1.5%
Fin/Insurance/Real Estate/Rent/Leases	4,100	4.0%
Professors/Science/Technicians/Administrators	3,204	3.1%
Mgmt of Companies	16	0.02%
Admin/Support/Waste Mgmt	2,706	2.6%
Educational Services	9,052	8.8%
Health Care/Social Assistance	13,028	12.7%
Entertainment/Recreation Services	2,076	2.0%
Accommodation and Food Services	7,646	7.5%
Other Services (excluding Public Administration)	5,519	5.4%
Public Administration	3,574	3.5%

SOURCE: Nielsen-Claritas, Inc.

### RESIDENT HIGH-KNOWLEDGE OCCUPATIONAL EMPLOYMENT (2011)

Occupational Group	Employment	Percent
Total	25,938	100.0%
Healthcare Practitioner/Technician	5,878	22.7%
Life/Physical/Social Science	615	2.4%
Architecture/Engineering	1,205	4.6%
Arts/Design/Entertainment/Sports/Media	1,040	4.0%
Business and Financial Operations	2,775	10.7%
Computer and Mathematical	831	3.2%
Education/Training/Library	5,535	21.3%
Legal	625	2.4%
Management including Farmers/Farm Mgrs	7,434	28.7%

SOURCE: Nielsen-Claritas, Inc.

**FOR MORE INFORMATION, PLEASE CONTACT**  
**West Kentucky Megasite**  
 Mailing address: PO Box 588, Mayfield, KY 42066  
 Physical address: 401 Kentucky Avenue, Paducah, KY 42003

### UNEMPLOYMENT

	Number	Percent
2000	6,822	6.3%
2011	8,214	7.4%

SOURCE: Nielsen-Claritas, Inc.

### LABOR PARTICIPATION (2011)

	Number	Percent
Male	58,328	65.4%
Female	52,388	53.7%
Total	110,714	59.3%

SOURCE: Nielsen-Claritas, Inc.

### RESIDENT EMPLOYMENT BY OCCUPATION (2011)

Occupational Group	Employment	Percent
Total	102,500	100%
Management, Including Farmers and Farm Managers	7,434	7.3%
Business and Financial Operations	2,775	2.7%
Computer and Mathematical	831	0.8%
Architecture and Engineering	1,205	1.2%
Life, Physical, and Social Science	615	0.6%
Community and Social Services†	1,610	1.6%
Legal	625	0.6%
Education, Training, and Library	5,535	5.4%
Arts, Design, Entertainment, Sports, and Media	1,040	1.0%
Healthcare Practitioners and Technical	5,878	5.7%
Healthcare Support†	2,737	2.7%
Protective Service†	1,710	1.7%
Food Preparation and Serving Related†	7,238	7.1%
Building and Grounds Cleaning, and Maintenance*	4,083	4.0%
Service: Personal Care and Service†	2,584	2.5%
Sales and Related Occupations†	12,628	12.3%
Office and Administrative Support	14,075	13.7%
Farming, Fishing, and Forestry*	962	0.9%
Construction and Extraction*	6,329	6.2%
Installation, Maintenance, and Repair*	4,624	4.5%
Production*	9,592	9.4%
Transportation and Material Moving*	8,388	8.2%

SOURCE: Nielsen-Claritas, Inc.

\*Blue-collar occupations †Service Occupations

### SERVICE, BLUE AND WHITE COLLAR OCCUPATIONAL DISTRIBUTION (2011)

Occupational Group	Employment	Percent
Blue Collar	31,505	30.7%
White Collar	42,486	41.4%
Service Occupations	28,509	27.8%

SOURCE: Nielsen-Claritas, Inc.

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