

# County Economic Profile

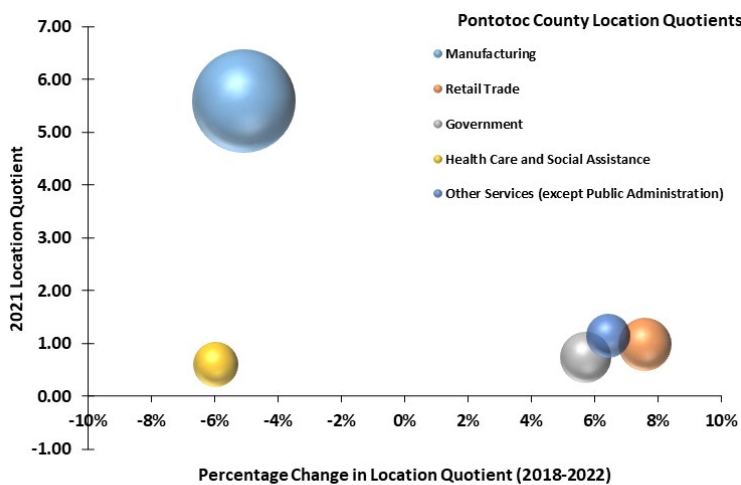
## Pontotoc County, MS

[extension.msstate.edu/economic-profiles](https://extension.msstate.edu/economic-profiles)



Demographics*	County	Mississippi	United States
Total Population, 2022 (2018-2022 ACS 5-year estimates)	31,202	2,958,846	331,097,593
Percent Change in Total Population, 2022 (2018-2022 ACS 5-year estimates)	-0.4%	-1.0%	2.5%
Percent Non-white Population, 2022 (2018-2022 ACS 5-year estimates)	24.3%	43.1%	34.1%
Percent of Population over 64 years, 2022 (2018-2022 ACS 5-year estimates)	15.1%	16.5%	16.5%
Percent of Population in Poverty, 2022 (SAIPE)	17.6%	19.2%	12.6%
Percent of Total Population under 18 in Poverty, 2022 (SAIPE)	23.0%	26.4%	16.3%
Percent of the Population 25 and Older with a High School Diploma, GED, or more, 2022 (2018-2022 ACS 5-year estimates)	73.1%	76.9%	75.7%
Percent of the Population 25 and Older with a Bachelor's Degree or more, 2022 (2018-2022 ACS 5-year estimates)	20.7%	25.2%	29.7%
Average Travel Time to Work (minutes), 2021 (2021 ACS 5-year estimates)	24.9	22.9	24.8
Unemployment Rate, 2022 Annual Average (BLS)	2.7%	3.2%	3.6%
Current Median Household Income, 2022 (SAIPE)	\$54,414	\$52,985	\$75,149

\*Data source acronyms are explained in the Data Key.



The location quotient compares the proportion of workers in a particular industry for the area being examined to the proportion of workers in that industry for the United States. A location quotient that is greater than 1.0 indicates that the area has a competitive advantage for that industry. The bubble size represents the relative size of the industry compared to other area industries. Source: Lightcast

**Declining Industries**  
The industry is declining compared to the nation (change in LQ < -20%)

None

**Emerging Industries**  
The industry is growing compared to the nation (change in LQ > 20%) but not necessarily largely concentrated in the county (LQ < 1)

Mine/Quarry/Gas & Oil Extract, Information, Real Est/Rent/Leas, Mgt of Comp/Enterprises, Acc/Food Svcs

**Anchor Industries**  
The industry is relatively concentrated in the county (LQ > 1.5) but neither expanding nor declining

Utilities

Gross County/State Product (Bureau of Economic Analysis) (Two- digit NAICS Code aggregation exc as parenthetically noted)			Mississippi		% Chg in Area	County as % of MS
	2018	2022	2018	2022	18-22	2022
<b>Top Ten Sectors (millions of dollars)</b>						
All industry total	962	1,160	113,166	139,976	20.5%	0.8%
Manufacturing	395	370	16,731	21,047	-6.2%	1.8%
Durable goods manufacturing	371	335	9,620	11,914	-9.5%	2.8%
Retail trade	75	162	9,411	12,516	116.0%	1.3%
Finance, insurance, real estate, rental, and leasing	126	158	17,662	22,147	25.9%	0.7%
Real estate and rental and leasing	97	125	12,301	15,718	29.7%	0.8%
Government and government enterprises	85	101	19,892	22,640	18.6%	0.4%
Transportation and warehousing	67	95	4,717	6,314	42.2%	1.5%
Educational services, health care, and social assistance	60	68	9,835	11,262	13.0%	0.6%
Professional and business services	40	60	8,100	10,196	52.7%	0.6%
Wholesale trade	34	40	5,998	7,376	18.0%	0.5%

Gross product is reported in millions of dollars.

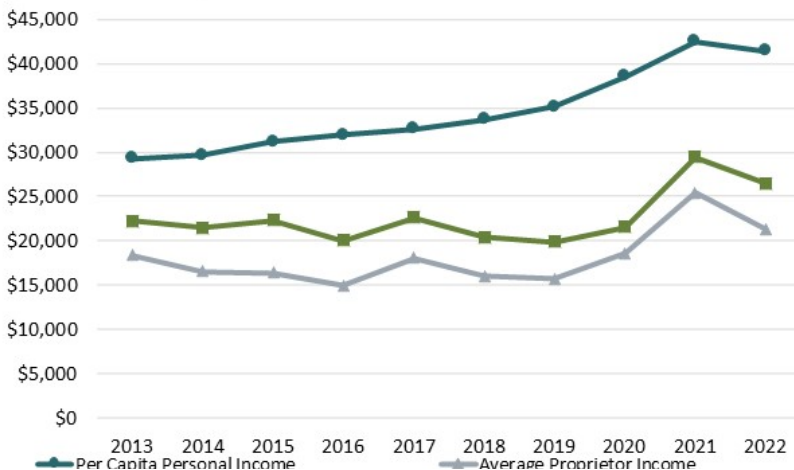
### Employment and Firms by Business Size Class 2021 County Business Patterns

	Firms	Employees	Annual Payroll
All Firms	513	11,453	\$428,234

Size Class	Firms	Size Class	Firms
1-4 Employees	288	20-49 Employees	43
5-9 Employees	90	50-99 Employees	19
10-19 Employees	55	100-249 Employees	10

Annual payroll is reported in thousands of dollars.

### Pontotoc County



Source: Bureau of Economic Analysis (BEA)

### Top Employment Sectors 2023 Lightcast

NAICS	Sector	Jobs
337	Furn/Rel Prod Mfg	4,869
903	Local Government	1,189
484	Truck Transportation	893
722	Food Svcs & Drinking Places	764
111	Crop Production	718
561	Admin/Support Svcs	592
812	Personal and Laundry Svcs	585

### Top Occupation Sectors 2023 Lightcast

SOC	Sector	Jobs
51-6000	Textile/Apparel/& Furnish Wrkrs	1,263
11-9000	Othr Mgmt Occupations	1,079
53-3000	Motor Vehicle Operators	950
53-7000	Material Moving Wrkrs	815
41-2000	Retail Sales Workers	718
41-2000	Othr Prod Occupations	677
51-2000	Assemblers and Fabricators	657

# MISSISSIPPI COUNTY ECONOMIC PROFILES

## DATA KEY

### Data Acronyms and Abbreviations

**ACS** — American Community Survey (5-year estimates are used for all ACS variables). Data can be accessed through <https://data.census.gov>; use the Advanced Search feature.

**SAIPE** — Small Area Income and Poverty Estimates. <https://www.census.gov/programs-surveys/saipe.html>

**BEA** — Bureau of Economic Analysis. <https://www.bea.gov/data/by-place-county-metro-local>

**BLS** — Bureau of Labor Statistics. <http://bls.gov/lau/#tables>

**Emsi** — Proprietary data software company. <https://www.economicmodeling.com>

**County Business Patterns** — Data can be accessed through <https://data.census.gov>; use the Advanced Search feature.

### Total Population, 2022

Data obtained from the 2018 to 2022 American Community Survey 5-year estimates (Table S0101). This table depicts the population at the county, state, and national levels.

<https://data.census.gov>

### Percent Change in Total Population, 2018 to 2022

Data obtained from the 2014-2018 and 2018- 2022 American Community Survey 5-year estimates (Table S0101). This table depicts the population at the county, state, and national levels.

<https://data.census.gov>

### Percent of the Population that is Non-white, 2022

Data obtained from the 2018-2022 American Community Survey 5-year estimates (Table B02001). This table depicts the population at the county, state, and national levels by race.

<https://data.census.gov>

### Percent of the Population that is Older than 64 years, 2022

Data obtained from the 2018-2022 American Community Survey 5-year estimates (Table B01001). This table depicts the population at the county, state, and national levels by age and sex.

<https://data.census.gov>

### Percent of the Population in Poverty, 2022 Estimate

Data obtained from the Model-based Small Area Income & Poverty Estimates (SAIPE) for school districts, counties, and states.

<https://www.census.gov/programs-surveys/saipe/data.html>

### Percent of the Total Population under 18 in Poverty, 2022 Estimate

Data obtained from the Model-Based Small Area Income & Poverty Estimates (SAIPE) for school districts, counties, and states.

<https://www.census.gov/programs-surveys/saipe/data.html>

### Percent of the Population 25 and Older with a High School Diploma, GED, or More, 2022 Estimate

Data obtained from the 2018-2022 American Community Survey 5-year estimates (Table S1501). This table depicts educational attainment of the population 18 years and older at the county, state, and national levels by sex.

<https://data.census.gov>

### Percent of the Population 25 and Older with a Bachelor's Degree or More, 2022 Estimate

Data were obtained from the 2018-2022 American Community Survey 5-year estimates (Table S1501). This table depicts educational attainment of the population 18 years and older at the county, state, and national levels by sex.

<https://data.census.gov>

### Average Travel Time to Work (for persons who do not work at home), 2022 Estimate

Data were obtained from the 2018-2022 American Community Survey 5-year estimates (Table S0801). This table depicts commuting characteristics of workers 16 years and older at the county, state, and national levels by sex.

<https://data.census.gov>

### Unemployment Rate, 2022 Annual Average

Data were obtained from the Bureau of Labor Statistics Local Area Unemployment Statistics (labor force data by county).

<http://bls.gov/lau/#tables>

## Current Median Household Income, 2022 Estimate

Data obtained from the Model-Based Small Area Income & Poverty Estimates (SAIPE) for school districts, counties, and states.  
<https://www.census.gov/programs-surveys/saipe.html>

## Location Quotients (LQ)

Location quotients are the comparisons of the percentage of workers in a particular economic sector in the county to the percentage of workers in that economic sector for the nation. If the location quotient (measured on the vertical axis) is greater than 1.0, then the county could have a competitive economic advantage for that particular sector. Location Quotients are calculated for all classes of workers, including Quarterly Census of Employees and Wages (QCEW) employees, non-QCEW employees, Self-Employed, and Extended Proprietors (miscellaneous labor income).

The horizontal axis measures the percentage change in the size of the location quotient for a particular sector over the last 5 years (2018-2022). If the percentage change in the location quotient is greater than zero, then the competitive advantage of the county (in relation to the nation) has increased. Conversely, if the percentage change is less than zero, then the competitive advantage of the county has declined.

The sectors shown on this chart are the five sectors that have the highest employment in the county. The size of the bubble for each particular sector demonstrates the relative level of employment. The depicted sectors are a subset of the 22 two-digit North American Industrial Classification System (NAICS) codes that are a standard classification system used in economic analysis (an exception to this classification is the extrusion of Production Agriculture and Forestry, Fishing, and Related Activities that were derived from NAICS Code 11). The entire list of two-digit NAICS codes is provided below. The data used in these calculations were obtained from Economic Modeling Systems Incorporated (Emsi).

The Declining, Emerging, and Anchor Industries table uses location quotients to provide a glimpse into the economic structure of the region under analysis. Declining industries have a location quotient that has declined more than 20 percent over the 2018 to 2022 time frame. Emerging industries have a location quotient that has increased by more than 20 percent from 2018 to 2022, but the 2022 location quotient is less than 1.0. Anchor industries are stable industries in the region; they have a location quotient of 1.5 or greater and the location quotient has not changed more than 10 percent from 2018 to 2022.

Due to space limitations in the Declining, Emerging, and Anchor Industries table, it was necessary to abbreviate many of the economic sectors. The following list provides the full sector name for those abbreviations.

## Two-Digit NAICS Code Sectors

Code Sector Name

- 11 Agriculture, Forestry, Fishing, and Hunting—Ag/Forest/Fish/Hunt
- 21 Mining, Quarrying, and Oil and Gas Extraction—Mine/Quarry/Gas & Oil Extract
- 22 Utilities—Utilities
- 23 Construction—Const
- 31-33 Manufacturing—Mfg
- 42 Wholesale Trade—Wholesale Trade
- 44-45 Retail Trade—Retail Trade
- 48-49 Transportation and Warehousing—Trans/Whsing
- 51 Information—Information
- 52 Finance and Insurance—Fin/Ins
- 53 Real Estate and Rental and Leasing—Real Est/Rent/Leas
- 54 Professional, Scientific, and Technical Services—Prof/Scien/Tech Svcs
- 55 Management of Companies and Enterprises—Mgt of Comp/Enterprises
- 56 Administrative and Support and Waste Management and Remediation Services—Admin/Supp/Waste Mgt/Red Svcs
- 61 Educational Services—Ed Svcs (Private)
- 62 Healthcare and Social Assistance—Healthcare/Soc Asst
- 71 Arts, Entertainment, and Recreation—Arts/Enter/Rec
- 72 Accommodation and Food Services—Acc/Food Svcs
- 81 Other Services (except Public Administration)—Other Svcs exc PA
- 92 Public Administration (Government)—Government

Source: <https://www.census.gov/naics/>

### **Gross Product**

Gross product is a comprehensive measure of the economic activity in a specific geographic area. It is calculated as the sum of the value-added activity in an area. In this case, state gross product numbers were apportioned to the counties by the level of employment in particular economic sectors in the county. The exceptions are for estimates of the gross product in the counties attributable to production agriculture. In this case, cash farm receipt numbers are used due to the volatility of employment levels in this particular sector.

Data for these estimates were obtained from the Bureau of Economic Analysis.

All data in this table are aggregated to the two-digit NAICS code (see above). Estimates for other sectors are available on request.

<https://www.bea.gov/data/by-place-county-metro-local>

### **Employment by Business Size Class**

Estimates for the number of businesses by business size class, the number of employees for all firms and the annual payroll for all firms were provided by County Business Patterns.

<https://www.census.gov/programs-surveys/cbp/data/datasets.html>

### **Real Personal versus Proprietor Income**

Personal per capita income is compared with average proprietor income (total proprietor income divided by the number of proprietors) and average nonfarm proprietor income (total nonfarm proprietor income divided by the number of nonfarm proprietors). If the level of average nonfarm proprietor income is less than the level of average proprietor income, then the level of average farm proprietor income is greater than the level of average proprietor income (the converse is also true). Data for these calculations were obtained from the Bureau of Economic Analysis.

<https://www.bea.gov/data/by-place-county-metro-local>

### **Top Ten Employment Sectors**

Estimates at the three-digit NAICS code level were obtained from the proprietary data source Lightcast.

<http://lightcast.io>

### **Top Ten Occupation Sectors**

Estimates at the three-digit SOC code level were obtained from the proprietary data source Lightcast.

<http://lightcast.io>

### **Publication 2977-59 (POD-05-24)**

By **Alan Barefield**, Extension Professor, Department of Agricultural Economics, **Devon Mills**, Assistant Professor, Department of Agricultural Economics, and **Abigail G. Lucas**, Student Assistant, Department of Agricultural Economics.

*Copyright 2024 by Mississippi State University. All rights reserved. This publication may be copied and distributed without alteration for nonprofit educational purposes provided that credit is given to the Mississippi State University Extension Service.*

Mississippi State University is an equal opportunity institution. Discrimination in university employment, programs, or activities based on race, color, ethnicity, sex, pregnancy, religion, national origin, disability, age, sexual orientation, gender identity, genetic information, status as a U.S. veteran, or any other status protected by applicable law is prohibited.

Extension Service of Mississippi State University, cooperating with U.S. Department of Agriculture. Published in furtherance of Acts of Congress, May 8 and June 30, 1914. ANGUS L. CATCHOT JR., Director